

THE INFLUENCE OF BRAND IMAGE, PRICE AND PROMOTION ON BRAND SWITCHING

(Survey on students of Business Administration Faculty of Administrative Science
Brawijaya University Class of 2013 who had switched to other SIM card providers)

UNDERGRADUATE THESIS

Submitted as Prerequisite Undergraduate Degree

at Faculty of Administrative Science Brawijaya University

ADI CAHYONO

105030200121013



BRAWIJAYA UNIVERSITY

FACULTY OF ADMINISTRATIVE SCIENCE

DEPARTMENT OF BUSINESS ADMINISTRATION SCIENCE

CONCENTRATION ON MARKETING MANAGEMENT

MALANG

2014

UNIVERSITAS BRAWIJAYA



*Never explained about you to anyone, because anyone
who like you do not need it, and who hate you do not
believe it.*

(Ali bin abi thalib)

UNDERGRADUATE THESIS APPROVAL

Title : The Influence of Brand Image, Price and Promotion on
Brand Switching

Created by : Adi Cahyono

NIM : 105030200121013

Faculty : Faculty of Administrative Science

Major : Business Administration Science

Concentration : Marketing Management

Malang, November 2014

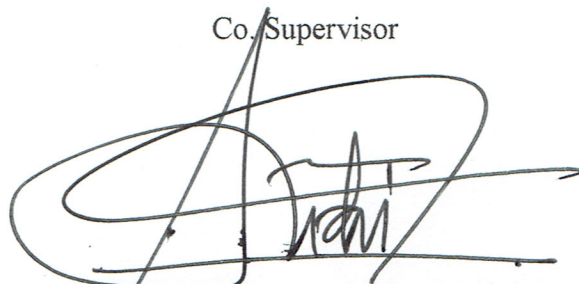
Supervisors

Supervisor



Dr. Djambur Hamid, Dipl.Bus., M.Si
NIP. 19481110 198010 1 001

Co. Supervisor



Andriani Kusumawati, S.Sos., M.Si., DBA
NIP. 19760414 200212 2 002

BOARD OF APPROVAL

This undergraduate thesis has been maintained in front of the board of examiners,
Faculty of Administrative Science Brawijaya University, at:

Day : Monday

Date : 15 December

Time : 08.00 – 09.30

Undergraduate Thesis on behalf of : Adi Cahyono

Title : The Influence of Brand Image, Price and Promotion on Brand Switching

And it states passed by

BOARD OF EXAMINER

Chairman



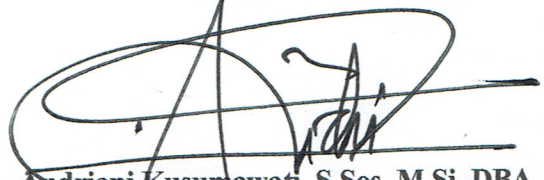
Dr. Djamhur Hamid, Dipl.Bus., M.Si
NIP. 19481110 198010 1 001

Member



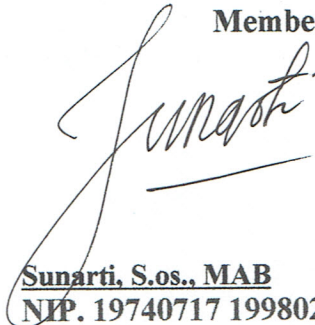
Yusri Abdillah, S.Sos., M.Si., PhD
NIP. 19741227 200312 1 002

Member



Andriani Kusumawati, S.Sos., M.Si., DBA
NIP. 19760414 200212 2 002

Member



Sunarti, S.os., MAB
NIP. 19740717 199802 2 001

MINOR THESIS ORIGINALITY STATEMENT

I truthfully declare to my knowledge, in the text of this thesis there is no scientific papers that have been asked by other party to obtain work or opinion ever written or published by another person, except that in writing this manuscript and cited the referred the source quotations and bibliography.

If I turns out in the text of this thesis could be proven there are elements of plagiarism, I prepared this thesis disqualified and academic degree I have gained (S-1) was canceled and processed in accordance with legislation that apply (*UU No. 20 Tahun 2003, pasal 25 ayat 2 dan pasal 70*).

Malang, 12 November 2014

Student



Name: Adi Cahyono

NIM : 105030200121013

ABSTRACT

Adi Cahyono, 2014, Business Administrative Science Majoring in Marketing Management, Faculty of Administrative Science, Brawijaya University Malang, The Influence of Brand Image, Price And Promotion on Brand Switching (Survey on Students of Business Administration Faculty of Administrative Science Brawijaya University Class of 2013), Dr. Djamhur Hamid, Dipl.Bus., M.Si, and Andriani Kusumawati, S.Sos., M.Si., DBA 115 pages + viii

This study aimed to: (1) Understanding the simultaneously influences of the brand image, price and promotion on brand switching. (2) Understanding the influence of brand image on brand switching. (3) Understanding the influence of price on brand switching. (4) Understanding the influence of promotion on brand switching.

The type of this research used explanatory research with quantitative approach. Variables used in this research were Brand Image, Price, Promotion, and Brand Switching. The total sample were 90 customers of general SIM card products in Indonesia and used Simple Random Sampling Techniques. Data were collected through questionnaire. Instrument testing in this study were t validity testing, reliability testing, and classical assumption testing. Descriptive analysis and multiple regression were used as a data analysis techniques.

The result of the study reveals that: (1) Brand Image, Price and Promotion has influences simultaneously on Brand Switching based on the F-test value and Promotion has dominant influence based on the t-test value. Promotion reasons has significant influence on brand switching are consumer obtained the information and interesting advertising about the superiority of the product, consumer attracted with sales promotion such as free short messages service (SMS), additional internet quota and free of charge phone calls in specified time and it triggered the consumer to switch to other products. (2) Brand image has a significant influence on Brand Switching. (3) Price has a significant influence on Brand Switching. (4) Promotion has a significant influence on Brand Switching. Therefore, the company is expected to improve and maintain the quality of the promotion that has big influence on Brand Switching.

Key Words: Brand Image, Price, Promotion, and Brand Switching

Rangkuman

Adi Cahyono, 2014, Ilmu Administrasi Bisnis Jurusan Manajemen Pemasaran, Fakultas Ilmu Administrasi, Universitas Brawijaya Malang, Pengaruh Citra Merek, Harga dan Promosi terhadap *Brand Switching* (Survei pada Mahasiswa Fakultas Ilmu Administrasi Bisnis Universitas Brawijaya angkatan 2013), Dr. Djamhur Hamid, Dipl.Bus., M.Si, dan Andriani Kusumawati, S.Sos., M.Si., DBA 115 halaman + xvii

Penelitian ini bertujuan untuk: (1) Memahami citra merek, harga dan promosi secara simultan memiliki pengaruh terhadap *Brand Switching*. (2) Memahami pengaruh citra merek terhadap *Brand Switching*. (3) Memahami pengaruh harga terhadap *Brand Switching*. (4) Memahami pengaruh promosi terhadap *Brand Switching*.

Jenis penelitian ini menggunakan penelitian penjelasan dengan pendekatan kuantitatif. Variabel yang digunakan dalam penelitian ini adalah citra merek, harga, promosi dan *Brand Switching*. Jumlah sampel adalah 90 pelanggan produk kartu SIM secara umum di Indonesia dan digunakan Teknik *Simple Random Sampling*. Data dikumpulkan melalui kuesioner. Pengujian Instrumen dalam penelitian ini adalah pengujian t validitas, pengujian reliabilitas, dan pengujian asumsi klasik. Analisis deskriptif dan regresi berganda digunakan sebagai teknik analisis data.

Hasil penelitian menunjukkan bahwa terdapat: (1) citra merek, harga dan promosi memiliki pengaruh secara simultan terhadap *Brand Switching* berdasarkan nilai F-test sedangkan Promosi adalah yang paling dominan memiliki pengaruh terhadap *Brand Switching* berdasarkan nilai t-test. Alasan promosi memiliki pengaruh signifikan dan sangat dominan di penelitian ini karena pelanggan mendapatkan informasi dan iklan yang menarik tentang kelebihan dari produk, pelanggan tertarik dengan promosi penjualan seperti sms gratis, tambahan kuota internet dan telpon gratis pada waktu yang ditentukan sehingga memacu konsumen untuk beralih ke produk lain. (2) Brand image memiliki pengaruh yang signifikan terhadap *Brand switching*. (3) Harga memiliki pengaruh yang signifikan terhadap *Brand switching*. (4) Promosi memiliki pengaruh yang signifikan terhadap *Brand switching*. Oleh karena itu, perusahaan diharapkan untuk meningkatkan dan mempertahankan kualitas dari promosi yang telah memiliki pengaruh besar terhadap *Brand switching*.

Kata Kunci: Citra Merek, Harga, Promosi, dan *Brand Switching*

Foreword

Upon the completion of my minor thesis, I would like to present my deepest gratitude to the almighty Allah SWT for blessing and strength that have been given to me in finishing my thesis entitled “*The Influence of Brand Image, Price and Promotion on Brand Switching (Survey on Students of Business Administration Faculty of Administrative Science Brawijaya University Class of 2013)*”. This undergraduate thesis is the final assignment submitted to Brawijaya University in partial fulfillments for bachelor degree of business administration in the faculty of administrative science.

Furthermore, I do realize that this minor thesis could be well completed because of supports by many persons. Therefore, I would like to deliver my sincere thank to those honorable persons. Their uncompromising quest for excellence has significantly shaped me in the learning process. Thus, my deepest thanks for:

1. Prof. Dr. Bambang Supriyono, MS the Dean of Administrative Science Faculty
2. Prof. Dr. Endang Siti Astuti, M,Si the Head of Business Administration Department.
3. Dr. Djamhur Hamid, Dipl.Bus., M.Si the first supervisor of my minor thesis, for his advice, suggestion and motivation given during the completion of my minor thesis.

4. Andriani Kusumawati, S.Sos., M.Si., DBA the second supervisor of my minor thesis, for her encouragement, patience and guidance given to me upon the completion of this minor thesis.
5. Academic staffs of Faculty of Administrative Science, permitted and gave data to researched
6. Special deepest lovely gratitude to my beloved parents and my big family who letting me to survive for 11 years and still counting far away from you, both of my sisters, my brother for all support and affection that have given to me.
7. All of my lecturers in Business administration department, for showing me precious knowledge and experience.
8. All of my boarding house mates and the owner Madam Poniman, Bang ben, Bang Tom, Eko, Ari, Angga, Abid, Hendra, Manda and Eka.
9. All of my class mates, Business Administration K class who has been accompanied me studied for 4 years.
10. All of my weird and fun fellas Aji, Tajuy, Api, Apim, Hilman, Bintang, Cumbau, Sendy, Koko, Sasa, Tiya, Alana who accompanied, completed thanks for the absurdness then I recognize something new and insanely awesome.
11. All of people who supported and helped me, therefore I can finish this undergraduate thesis. Yes I did it !!!

I also offer everyone to give some critic and suggestions who read my undergraduate thesis. I wish this final undergraduate thesis become useful to the reader.

Malang, 26 September 2014

Adi Cahyono



TABLE OF CONTENTS

TITLE PAGES	i
MOTTO	ii
UNDERGRADUATE THESIS APPROVAL	iii
BOARD OF APPROVAL	iv
MINOR THESIS ORIGINALITY STATEMENT	v
ABSTRACT	vi
FOREWORD.....	vii
TABLE OF CONTENTS.....	xi
LIST OF TABLES.....	xv
LIST OF FIGURES.....	xvi
CHAPTER I INTRODUCTION	
A. Background of Research.....	1
B. Formulation of the Problem.....	8
C. Research Objectives.....	8
D. Contributions of the Research.....	9
E. Writing Structures.....	10
CHAPTER II THEORETICAL REVIEWS	
A. Prior Researches.....	11
B. Brand.....	20
1. Definition of Brand.....	20
2. Brand Image.....	21
C. Price.....	22
1. Definition of Price.....	22

2. Product Price.....	23
D. Promotion	25
1. Definition of Promotion.....	25
a. Advertising	26
b. Sales Promotion	27
c. Corporate Social Responsible (CSR)	27
d. Personal Selling	28
e. Direct Marketing	28
E. Brand Switching.....	30
1. Definition of Brand Switching.....	30
2. The Relations among Brand Image, Price and Promotion on Brand Switching	31
F. Hypothesis Model	33
G. Hypothesis formulation	33
CHAPTER III RESEARCH METHODS	
A. Research Type.....	35
B. Research Location.....	36
C. Population and Sample.....	36
1. Population.....	36
2. Sample.....	37
3. Sampling Techniques.....	39
D. Data Source.....	39
E. Data Collection Technique.....	39
F. Variables and Operational Definition.....	40

1. Independent Variables.....	40
2. Dependent Variable.....	45
G. Data Measurement Technique.....	48
H. Test for the Research Instrument.....	49
1. Validity.....	49
2. Reliability.....	52
I. Data Analysis Method.....	53
J. Hypothesis Testing.....	54
1. Analysis Tool.....	54
2. F Test.....	56
3. t Test.....	56
4. Dominant Test.....	57
CHAPTER IV RESULTS AND DISCUSSION OF THE RESEARCH	
A. General Description of the Location Research	58
B. General Description of the Respondent	58
1. Respondent Characteristic Based on Gender	59
2. Respondent Characteristic Based on Total Spending Money for Credit Purchases in Month.....	59
3. Respondent Characteristic Based on Previous SIM Card Cellular	60
4. Respondent Characteristic Based On Current SIM Card Cellular	61
5. Respondent Characteristic Based On Uses the Number of SIM Card Cellular Currently	61
6. Respondent Characteristic Based on Reason to Switch to other SIM Card cellular	62
C. Description of the Variable Researched	63

1. Frequency Distribution of Brand Image Variable (X1)	63
2. Frequency Distribution of Price Variable (X2)	67
3. Frequency Distribution of Promotion Variable (X2)	72
4. Frequency Distribution of Brand Switching Variable (Y)	75
D. Assumptions of Classical Regression	78
1. Normality Test	78
2. Autocorrelation Test	79
3. Multicollinearity Testing	82
4. Heterocedastity Testing	83
E. Regression Analysis	85
1. Regression Equation	86
2. Coefficient of Determination	96
3. Hypothesis Testing	87
4. Hypothesis I (F-Test)	88
5. Hypothesis II (t-Test)	88
F. Discussion	90
1. Descriptive analysis	93
2. Result of Hypothesis Testing	99

CHAPTER V CLOSING

A. Conclusion	105
B. Suggestion	106

References

LIST OF TABLES

No	Table	Page
1.	List of Prior Research	17
2.	Population of Student in S-1 FIA class of 2013-2014	37
3.	Variable, Indicator and Item	47
4.	Validity Test of Variable	50
5.	Reliability test of variable	52
6.	Pulse purchases in a month	69
7.	Gender of respondent	59
8.	Uses of SIM card previously	60
9.	Uses of SIM card currently	61
10.	The number of uses SIM card currently	61
11.	Respondent reason to switch to other SIM card cellular	62
12.	Frequency distribution of brand image variable	63
13.	Frequency distribution of price variable	67
14.	Frequency distribution of promotion variable	72
15.	Frequency distribution of brand switching	75
16.	Result of normality test	79
17.	Autocorrelation test results	82
18.	Multicollinearity test results	82
19.	Summary of Multiple Linear Regression	85

LIST OF FIGURES

No.	Figures	Page
1.	Graphic of 3 Big SIM card phone cellular user	3
2.	Hypothesis Model	32
3.	Heterocedastity test	84

UNIVERSITAS BRAWIJAYA



CHAPTER I

INTRODUCTION OF THE RESEARCH

A. Background of the research

The rapid development of technology has contemporarily changed the pattern of life such as facility delivery of news, ideas and producing higher human comfort and solving the problem of time and space efficiency. In Indonesia, even mobile phones have changed the map of the telecommunications industry radically. Mobile phone that was one of a luxury item, only certain groups could enjoy it, now easily to get and cheaper, both in wire line telecommunications facilities or fixed line wireless and mobile.

All the way of life have access to telecommunications facilities can use for various purposes, whether for business, family, or other purposes. Similarly, all levels of society from the elite layer until a housekeeper from big cities or outposts throughout Indonesia can access existing telecommunications facilities. Moreover, the program Universal Service Obligation (USO) is already being a government program in recent years. Telecommunications services were brought into isolated areas, although the results are still not satisfying.

News about the fierce competition among operators in order to attract customers' interest in using their products, wireless and mobile cellular particularly is become more intense. Even in some of the media told the price war to attract customers by various operators, to the extent there that offer free or conversation trough messages

free in order to attract consumers. The mobile phone market in Indonesia is estimated to have the highest monthly customer turnover rate in the world. Mobile phone customer in Indonesia is easy to switch the phone number to another carrier. This is not apart from the competition among telecommunication operators in Indonesia. A turnover of cell phone subscribers in Indonesia is estimated to reach 8.6 % in a month.

At the moment in Indonesia is arising 10 operators namely: Telkom, Telkomsel, Indosat, Excelcomindo (XL), Hutchison (3), Sinar Mas, Sampoerna Telecommunication, Bakrie Telecom (Esia), Mobile-8 (Fren), and Natrindo phone cellular. By this amount, customer fixed phone around 9 million and SIM card cellular customer around 64 million. If we divine based on platform, GSM user as much as 88%, CDMA cellular 3%, and CDMA fixed wireless access (FWA) 9%. But from by operator above just 3 who has customer more than 5% namely Telkomsel, Indosat, and Excelcomindo. This is made levels of rivalry among operator increasingly. All of the SIM card cellular customer also enjoy that rivalry usefully.

The Amount of the SIM card cellular customer bases of GSM technology noted as much as 2065 million or farther passing away rate of fixed line that reached 9 million. It means, SIM card cellular customer in Indonesia just reach 10 % from 220 million in Indonesia who potentially use mobile phone. Whereas, penetration of the cellular users in developed country lately around 60% – 70%. By the low of this measure, indicates that still opened chance to the company to build business in this sector. Opportunity of cellular market that opened especially connected with the

amount of the population made many investors to invest in Indonesia after the government law number 36/1999 about the telecommunication implementation stated that give the chance liberally to telecommunication business, even there are protection rules of the actor by State Owned Enterprises (BUMN).



Picture 1: Graphic of SIM card phone cellular users and development of three big provider companies in Indonesia.

Source: <http://www.topbrand-award.com> (2011)

Telecommunications companies of Indonesia (Indonesian Telecoms) facing increasingly fierce competition. Intense competition in provider is not only at the level of the product, feature development, promotion and tariff but also in terms of mastery of existing distribution channels. The operator revealed that 90% to 95% of their products to consumers through a convenience store. In order to make more effective the use of a convenience store assessed the distribution channel is much cheaper. Competition in the business world is increasingly tight, making the entrepreneurs trying to find the right strategy in marketing their products. Buying

interest is obtained from a process of learning and thought processes that form a perception. This creates an interest in the purchase motivation continues to be recorded in his mind and became a strong desire that in the end when a consumer has to make ends meet will actualize what is in his mind it.

One needs are becoming important thing today is the need to socialize with others through communication. Everyone needs a communication tool to acquire opera, ideas and emotion be at close range, face to face or remotely. Communication needs can be done anytime and anywhere with cellular phones used by each person. The telecommunications sector in Indonesia competition intensifies, characterized by the rapid growth in the number of mobile phone subscribers and the presence of a new service provider. With the increase in number and wide range of products offered by the cellular service provider, consumers will begin to see which brand will be able to meet their needs. Under these conditions will arise two important things related to the company, the opportunities and threats, opportunity means a condition that would benefit if achieved through specific efforts and a threat if the existing market opportunity exploited by competitors, the marketing as one of the functions or activities of the company has an important role in helping companies to seize the opportunities and benefits and a major influence on the development of the company.

Following the opportunities and threats that the company will make various efforts and attempts to attract customers in a way that meets what the customer wants as needs, wants and demands of customers, the human is the state of feeling of deficiency. Human needs include physical needs for food, clothing, warmth, and

security. Social needs will togetherness and attention, personal needs for knowledge and self-expression. These needs are not created by marketers but it needs is a basic part of human nature. Desire is a human need that is formed by the culture and personality of a person. In the other side the demand, when the customer are backed by buying power, wants become demands. Give desire and its resources, human demand products that provide additional benefits to the value and the highest satisfaction. Strong brands have high brand equity. Brand equity is the positive differential effect that if customers know the name of the brand, the customer will respond to products and services. One measure of brand equity is the extent to which customers are willing to pay more for the brand. According to Kotler (2008:282), the brand with strong brand equity is a valuable asset. Brand valuation is the process of estimating the overall financial value of the brand.

Marketing a product or service should consider product attributes and quality, competitive price, and availability of products for targeted customers. According to Kotler (2005:69), defines the product as anything that can be offered to the market to meet the needs or desires. The products are marketed include physical goods, services, experiences, events, people, places, properties, organizations and ideas. Decisions about products (goods or services) is a very important strategic decision for the company because influence long-term existence of the company. Impact affects every function and level within the business organization. Development of products and services involves a determination of the benefits to be provided. These benefits

are communicated and delivered and product attributes such as quality, features and design (Kotler and Armstrong, 2001:354).

These people will likely require a higher level of quality and does not reject high prices, or they settle for lower quality products at a cheaper price. Another attribute that is considered good is that varying the level of quality may not be as expensive as development size, color, and style are totally different. Thus, the increase in sales can be achieved with minimal increase in cost. Prices of products have become the main factor that affects the choice of the buyer. In the last decades, several factors beyond price are become increasingly important. However, price remains one of the most important elements in determining market share and profitability of a company. A given product may be salable at several different prices, but each price would produce different profits and also different groups of customers. At times the price may be set firmly by market convention. Here the price that can be attained may be the something that determined the quality of product that can be offered.

Brand image refers to consumer perceptions and encompasses a set of beliefs that consumer have about the brand. From the consumer's perspective, a brand provides a visible representation of differences between products. An organization can, through its branding strategies and advertising messages, seek to convey a certain image for the brand. Consumer may evaluate the company's message through the prism of their own subjectivity. People will use their own interpretations and will respond differently to brands. This subjective evaluation results in the formation of brand image in the mind of the consumer. This paper attempts to understand how

consistency of brand image across consumers is affected by the consumer involvement with the product category and familiarity with the brand.

Price may be not strange anymore in purchasing decision for the buyers. Because buyers will consider the price and appropriate with the quality even needs. Others options to obtain more customer is promotion for product. Promotion can be very initial part for the company to recognize new product, building product and company's image toward customer. Location of the research was choose in student of Brawijaya University Faculty of Administrative Science especially department of business administration class 2013 Jl. MT. Haryono 138 Malang, this research respondent target was chosen to the student of the university because The perspective as a young people who might has big curious to try other product in many kinds of reasons especially brand image, price and promotion as measurement variables in this research and easy to influenced by the promotion content such as free content and persuasive tag line.

B. Formulation of the Problem

Based on the theoretical basis, the formulation of the problem that posed in this study are:

1. Does Brand image, price, and promotion variables has influences simultaneously on brand switching of SIM card phone cellular on S-1 students

of Business Department at Faculty of Administrative Science Brawijaya University ?

2. Does Brand Image variable have influence partially on brand switching of SIM card phone cellular on S-1 students of Business Department at Faculty of Administrative Science Brawijaya University?
3. Does price variable have influence partially on brand switching of SIM card phone cellular on S-1 students of Business Department at Faculty of Administrative Science Brawijaya University?
4. Does promotion variable have influence partially on brand switching of SIM card phone cellular on S-1 students of Business Department at Faculty of Administrative Science Brawijaya University?

C. Research Objectives

Based on the formulation of the problem mentioned above, the purposes of the research want to note in this study are:

- a. Understanding the simultaneously influences of the brand image, price and promotion on brand switching.
- b. Understanding the influence of brand image variable on brand switching.
- c. Understanding the influence of price variable on brand switching.
- d. Understanding the influence of promotion variable on brand switching.

D. Contribution of the research

The result of this research will have contributions to academic and practical:

1. Academic contribution consisted of:

- a. For Faculty, this research will enrich the results of the research and the science of marketing in terms of brand switching behavior.
- b. For University, this research will be Additional of the collection of minor thesis as a comparison and complete imperfect the previous research

2. Practical contribution consists of:

For the company:

- a. This study will help to understand that from the 3 variables described above can influence brand switching behavior of society towards those products that have been spread in the community.
- b. Measuring of success and consumer response to the achievement of sales targets of their products in the market.
- c. Understanding which one more dominant factor in affecting brand switching behavior.

E. Structure of the proposal

The structure of this undergraduate thesis are:

CHAPTER 1 : INTRODUCTION

Chapter one explained the background of conducting research in the field of the effectiveness of brand and product that very essential in marketing.

CHAPTER II : LITERATURE REVIEW

Chapter two explaining widely about the theories of the brand image, product price and product packaging from several scientists

CHAPTER III : RESEARCH METHOD

Chapter three describes the methodology that is used in this research by explaining the data collection and the research approach. This chapter will greatly assist in conducting the research

CHAPTER IV : RESEARCH RESULT AND DISCUSSION

Chapter four explaining about data presentation consider general description of research location, description of general respondent, description about distribution of respondent answers, analysis result and discussion.

CHAPTER V : CLOSING

Chapter five contained by conclusion of this whole research and suggestions for the company and next researcher.

CHAPTER II

LITERATURE REVIEW

A. Prior research

1. Ribhan (2006)

The title of this research is *Faktor-Faktor Yang Mempengaruhi Brand Switching Pada Pengguna SIM Card Di Fakultas Ekonomi Universitas Lampung*.

Research methods used descriptive analysis, person correlation and multiple linear regressions. This research in this study employed 100 respondents students of Lampung University. Meanwhile variables for this research is consist of Product attribute, price, promotion, product distribution, brand switching. This research purposes are to know the effects of product attributes towards brand switching on SIM card user, the effects of price product towards brand switching on SIM card user, the effects of product availability towards brand switching on SIM card user. About the result of the research what Ribhan got is the Product attribute has no truly effects towards brand switching, Price product has positively influence directly on brand switching, promotions has positively influence directly towards brand switching.

2. Nurmaditya (2009)

The title of this research is *Pengaruh Kualitas Jasa Terhadap Brand Switching Konsumen Pada Pengguna Seluler Axis Di Kota Malang*. This research methods was used multiple linear regression analysis Then it sample taken by 100 of respondents AXIS users in Malang. This research purposes to knowing do the

variables has significant influence simultaneously towards brand switching on AXIS users in Malang, knowing do the variable services that consist of features, conformance, reliability, durability, serviceability, perceived quality, appearance or aesthetics has significant influence partially towards brand switching on AXIS users in Malang, Knowing variable service quality (performance, feature, conformance, reliability, durability, serviceability, perceived quality, appearance or aesthetics) which variable has dominants influence brand switching on AXIS users in Malang. The result simultaneously, services quality on AXIS product that consists of: performance, features, conformance, reliability, durability, serviceability, perceived quality, and aesthetics influence significant on brand switching. Partially, quality services of AXIS product that consist of: performance, feature, conformance, reliability, durability, serviceability, perceived quality, and aesthetics influence significantly towards brand switching behavior, Variable performance has dominant among other variable towards brand switching behavior.

3. Nurmawati (2009)

The title of this research is *Faktor-Faktor Yang Mempengaruhi Perilaku Peralihan Merek Dalam Pembelian Shampoo (Survey Pada Mahasiswa Kost Kelurahan Ketawanggede Malang)*. Variables of this research consist of Product availability, promotion, money condition, product attribute and learning. This research method was used multiple linear regression analysis, it was took 121 respondents of student of university who stay in Ketawanggede. This research purposes are identifying factors that make product, price, promotion, distribution

channel, personality, and psychology, to verify factors product, price, promotion, distribution channel, personality and psychology that influenced brand switching, knowing factors products, price, promotion, distribution channel, personality and psychology which has dominant influence towards brand switching behavior. The result Based on factors analysis appears five factors that influences brand switching on shampoo, By the verify result multiple linear regression, it can be seen that factors formed namely product availability, promotion, financial, product attribute, learning simultaneously influence towards brand switching behavior, Factor of product availability, promotion, financial condition, and product attributes has no significant effects towards brand switching behavior and other factors like learning has significant effect towards brand switching behavior.

4. Nagar and Komal (2009)

The title of this research is evaluating the effect of consumer sales promotions on brand loyal and brand switching segments. This research was used evaluative and a diagnostic attempt to discover empirically as a research method. This research was took 427 respondents. This result is expected because non-loyal consumers are characterized by their switching behavior and the presence of sales promotions acts as a reason or incentive to switch. This study purposed has attempted to explore the effect of consumer sales promotions on loyal and non-loyal consumers in two fast moving consumer goods, washing powders and shampoos. The result obtained in this study have important implications for both managers and researchers and suggests

that marketers wanting to attract and retain customers must pay attention to the right mix of brand loyalty factors, of which sales promotion is a very small part.

5. Shukla and Paurav (2009)

Title of this research is impact of contextual factors, brand loyalty and brand switching on purchase decisions, and this research was used carried out forming the foundation of the literature review and methodology, exploring the topic areas, theories and concepts to enhance the validity of the primary research as a research method. The study examines our prior knowledge regarding influence on contextual factors, and behavioral intentions (brand loyalty and brand switching) on the purchase decisions, 340 respondents. Variables of this research are behavioral intentions, brand loyalty, brand switching, purchase decisions. Purposes of this study are aim to focus on these issues, design/methodology/approach, findings, and practical implications. And get results like contextual factors have a significant influence on brand loyal, significant positive influence of contextual factors is observed on brand switching.

6. Shukla and Paurav (2004)

Title of this research is effect of product usage, satisfaction and involvement on brand switching behavior. This research took the questionnaire 139. This research was used Sample data, the questionnaires, and measurement scales as a research methods. Purposes of these researches are the study addresses the effect of product usage, satisfaction derived out of the same and the brand switching behavior in several product categories while looking at the product involvement level in the Indian marketplace. Results: This study illustrated several relevant issues for the

practitioners of marketing management. It is important to know that satisfaction will not provide any guarantee to the marketer about brand loyalty or switching. Variables of this research are Product usage, product performance, level of satisfaction, and level of involvement.

7. Sun, Nelvin and Srinivasan (2003)

The title of the research is “Measuring Impact Promotions on Brand Switching when Consumer are Forward Looking”. Effect of product usage, satisfaction and involvement on brand switching behavior, Promotion, price and availability of the product, 200 respondents, In this research used one variable with many keys to finding result like: simulation, the structural, estimating and evaluating, Focus to the impact of promotion on brand switching and emphasis on promotion expectations: first, modeling price expectations would add more complexity by increasing the size of the dynamic program state space. Second, including the expectations would only make case stronger. Third, price related quantities are regular price and availability of a promotion. Fourth, the variation in regular price per ounce was fairly. This research provides encouraging support that more accurate estimates of brand switching elastic can be obtained by incorporating forward looking consumer behavior into structural models and taking into account the rational consumer will become more important in evaluating the effectiveness of sales promotions.

8. Grover and Srinivasan (1990)

The title of the research is “Evaluating the Multiple Effects to Retail Promotions on Brand Loyal and Brand Switching Segments”. Variable of the research consist of Price, coupon and features. 450 sample of households, this research used Empirical study provides evidence that assumption of homogeneity of model parameters methods. Purpose of the research is to evaluate the effects of promotions on brand share, store share, and product category sales. Result of the research is the market can be characterized by brand loyal segments, each of which buys mostly their favorite brand, and switching segments, each of which switches mainly among different brands of the same type, promotional variables have significant effects on within segment market shares, the effects being different across segments, Store share is related significantly to promotional attractiveness of store, the overall promotional attractiveness of the product category has significant current and logged effects on category volume, the logged effects resulting from consumer purchase acceleration and stock up last longer for brand loyal segments than for switching segments.

Researcher	Title of the research	Research method	Sample/ population	Variables	Purposes	Result
1. Ribhan (2006)	Faktor-faktor yang mempengaruhi brand switching pada pengguna SIM card di fakultas ekonomi universitas Lampung.	Analysis descriptive, person correlation and multiple linear regression	100 respondents student of Lampung University	Product attributes, price, promotion, product distribution, brand switching	1. The effects of product attributes towards brand switching on SIM card user. 2. The effects of price product towards brand switching on SIM card user. 3. The effects of product availability towards brand switching on SIM card user	1. Product attribute has no truly effects towards brand switching. 2. Price product has positively influence directly on brand switching. 3. Promotion has positively influence directly towards brand switching.
2. Nurmadiyana (2009)	Pengaruh kualitas jasa terhadap brand switching konsumen pada pengguna seluler axis di kota Malang	Analysis multiple linear regression	100 respondents of AXIS users in Malang	Performance, feature, conformance, reliability, durability, serviceability, perceived quality, aesthetics, and brand switching.	1. Knowing do the variable services that consist of features, conformance, reliability, durability, serviceability, perceived quality, appearance or aesthetics has significant influence simultaneously towards brand switching on AXIS users in Malang. 2. Knowing do the variable services that consist of features, conformance, reliability, durability, serviceability, perceived quality, appearance or aesthetics has significant influence partially towards brand switching on AXIS users in Malang. 3. Knowing variable service quality (performance, feature, conformance, reliability, durability, serviceability, perceived quality, appearance or aesthetics) which variable has dominants influence brand switching on AXIS users in Malang.	1. Simultaneously, services quality on AXIS product that consist of : performance, features, conformance, reliability, durability, serviceability, perceived quality, and aesthetics influence significant on brand switching. 2. Partially, quality services of AXIS product that consist of : performance, feature, conformance, reliability, durability, serviceability, perceived quality, and aesthetics influence significantly towards brand switching behavior. 3. Variable performance has dominant among other variable towards brand switching behavior.
3. Nurmawati (2009)	Faktor-faktor yang mempengaruhi perilaku peralihan merek dalam pembelian shampoo (survey pada mahasiswa kost kelurahan ketawanggede Malang)	Analysis descriptive, factor explanatory with quantitative approach that using survey	121 respondents of student of university who stay in ketawanggede	Product availability, promotion, money condition, product attribute and learning.	1. To identifying factors that make product, price, promotion, distribution channel, personality, and psychology. 2. To verify factors product, price, promotion, distribution channel, personality and psychology that influenced brand switching. 3. Knowing factors products, price, promotion, distribution channel, personality and psychology which has dominant influence towards brand switching behavior.	1. Based on factors analysis appears five factors that influences brand switching on shampoo. 2. By the verify result multiple linear regression, it can be seen that factors formed namely product availability, promotion, financial, product attribute, learning simultaneously influence towards brand switching behavior. 3. Factor of product availability, promotion, financial condition, and product attributes has no significant effects towards brand switching behavior and other factors like learning has significant effects.

Researcher	Title of the research	Research method	Sample/ population	Variables	Purposes	Result
4. Nagar and komal (2009)	Evaluating the effect of consumer sales promotions on brand loyal and brand switching segments	Evaluative and a diagnostic attempt to discover empirically	427 consumers	Sales promotion, brand loyalty, loyal customer, brand switchers	This study has attempted to explore the effect of consumer sales promotions on loyal and non-loyal consumers in two fast moving consumer goods, washing powders and shampoos	This result is expected because non-loyal consumers are characterized by their switching behavior and the presence of sales promotions acts as a reason or incentive to switch. The result obtained in this study have important implications for both managers and researchers and suggests that marketers wanting to attract and retain customers must pay attention to the right mix of brand loyalty factors, of which sales promotion is a very small part.
5. Shukla and paurav (2009)	Impact of contextual factors, brand loyalty and brand switching on purchase decisions	Carried out forming the foundation of the literature review and methodology, exploring the topic areas, theories and concepts to enhance the validity of the primary research.	More than 380 questionnaires were administered resulting into 340 valid responses.	Behavioral intentions, brand loyalty, brand switching, purchase decisions	This is aim to focus on these issues, design/methodology/approach, findings, and practical implications.	Contextual factors have a significant influence on brand loyalty, significant positive influence of contextual factors is observed on brand switching. The study examines our prior knowledge regarding influence o contextual factors, and behavioral intentions(brand loyalty and brand switching) on the purchase decisions.
6. Shukla and paurav (2004)	Effect of product usage, satisfaction and involvement on brand switching behavior	Sample data, the questionnaires, and measurement scales	The questionnaire was distributed to 254 households and 139 usable questionnaire were returned.	Product usage, product performance, level of satisfaction, and level of involvement	The study addresses the effect of product usage, satisfaction derived out of the same and the brand switching behavior in several product categories while looking at the product involvement level in the Indian marketplace.	This study illustrated several relevant issues for the practitioners of marketing management. It is important to know that satisfaction will not provide any guarantee to the marketer about brand loyalty or switching

Researcher	Title of the research	Research method	Sample/ population	Variables	Purposes	Result
7. Sun, Neslin, Srinivasan (2003)	Measuring the impact of promotion on brand switching when consumers are forward looking	In this research used one variable with many keys to finding result like : simulation, the structural, estimating and evaluating	200 respondents	Promotion, price and availability of the product	Focus to the impact of promotion on brand switching and emphasis on promotion expectations: first, modeling price expectations would add more complexity by increasing the size of the dynamic program state space. Second, including the expectations would only make case stronger. Third, price related quantities are regular price and availability of a promotion. Fourth, the variation in regular price per ounce was fairly.	This research provides encouraging support that more accurate estimates of brand switching elastic can be obtained by incorporating forward looking consumer behavior into structural models and taking into account the rational consumer will become more important in evaluating the effectiveness of sales promotions.
8. Grover and Srinivasan (1990)	Evaluating the multiple effects of retail promotions on brand loyal and brand switching segments	Price, coupon and features.	450 sample of households.	Empirical study provides evidence that assumption of homogeneity of model parameters	Evaluate the effects of promotions on brand share, store share, and product category sales.	The market can be characterized by brand loyal segments, each of which buys mostly their favorite brand, and switching segments, each of which switches mainly among different brands of the same type, promotional variables have significant effects on within segment market shares, the effects being different across segments, Store share is related significantly to promotional attractiveness of store, the overall promotional attractiveness of the product category has significant current and logged effects on category volume, the logged effects resulting from consumer purchase acceleration and stockup last longer for brand loyal segments than for switching segments.

B. Brand

1. Definition of Brand

Brand is the essential part of product planning. The procedure a firm follows in re-searching, developing, and implementing its brand. As just noted, a brand is a name, term, design, or symbol (combination of these) that identifies the products of a seller or group of sellers. By establishing well-known brands, firms are better able to obtain acceptance, distributor cooperation, and above-average-prices. Brand names, brand marks, and trade characters do not offer legal protection against used by competitors, unless registered as trademarks (which all of the preceding examples have been). Trademarks ensure exclusively for trademark owners or those securing their permission and provide legal remedies against firm using “confusingly similar” names, designs, or symbols.

According to Ranguti (2004:244), brand image is a unity of the brand association that made and sense in customer side. Everyday an individual makes hundreds of customer decisions. Consumer is besieged by countless products and messages competing for attention. To make life bearable and simplify this decision making process, the individual looks shortcuts. The most important of these is to rely on habit buy brands that have proved satisfactory in the past. Brand image meaningful for the company and its product in consumer side, both of company and product has relation in consumer perception.

2. Brand image

A unique set of associations in the minds of customer concerning what a brands stands for and the implied promises the brand makes, the buyer may have a different response to the company's image or brand. Brand image is the public perception of the company or its products. According to Kotler and Amstrong (2006:229) define brand as a name, sign, symbol, design or the combination intended to identify product or services from individual or corporations, in order to differentiate them with the competitors. The image is influenced by many factors outside the control of the company. Effective image will affect the three things: first, strengthen character and the proposed value products. Second, conveying the character in a different way so as not to be confused with the character of a competitor. Third, provide emotional strength that is more than just a mental image. In order to serve the image should be submitted through any available means of communication and brand contacts. Example: if the messages should be expressed through symbols, written and audiovisual media, the atmosphere (physical space), events (activities), as well as the behavior of employees.

Association with the brand is everything related to the memory of a brand. Brand association is a collection of a brand association when consumers remember a brand (Aaker, 1996:27). Brand associations become one of the components that set up a brand equity brand associations can be formed due to the positive image of the brand appears, which in turn will create a positive consumer behavior.

The brand knowledge is very importance in influencing what people think by someone on a brand. Brand knowledge consists of two components: brand awareness and brand image. Brand awareness associated with the introduction and remind of the performance of a brand according to consumers. Keller cited in Atmoko (2008: 11) mentions that the brand image which built from brand association is usually associated with the information in the memory with something related to the services or products. According to every statement about brand image from the experts above, brand image have a position to determine the products. It's the product deserve to obtain the good label from the consumer or not. Brand image become an additional point for the background of the product and company. Consumer could judge the products even just try to consume the product at first or second times. The customer will promote and recognize the product to their family, friends, and other consumer through mouth by mouth. Building the good image in company through the product is an important thing.

C. Price

1. Definition of price

The price is the number of exchangeable value customers benefit from having or using a product or service whose value is set by buyers and sellers exceed bargain, or specified by the seller for the same price to all buyers. According to Kotler (2005:139), price is one of the elements in marketing mix that produces revenue,

while other element is produce costs. Pricing decisions are also very significant in determining the value or benefit that can be given to consumers and play an important role in describing the quality of the product. Competitive price can be a competitive advantage for customers, because there are types of consumers who make the price as the main research on product purchasing decisions. Production concept asserts that consumers everywhere will choose the product that is available everywhere and cheap, Kotler and Keller (2009: 18). The price of the product is very expensive but the benefits are appropriate or comparable consumer then the consumer will continue to buy and do not switch to another brand. Customers will continue to re-purchase and the customer will be loyal to the products offered by the company.

2. Product price

The product price factor is always been an important factor in customer/consumer buying process in every context. Customer always examines price and brand name information differently when customers are making judgments on the dimensions of quality: easy of uses, usefulness, performance, durability, and status.

The new company will solve the pricing problem using the method of pricing.

Kotler cited in Emiri (2011:13), states the following pricing:

- a) Mark-up pricing method is the most basic pricing methods, namely by adding a mark-up varies among the various goods. Mark-ups are generally higher for seasonal products, special products, product sales were slow and the product demand is not elastic.
- b) Pricing is based on a target return pricing, companies set prices based on the cost of the other or companies determine the price that will generate the

desired return on investment. The concept is to use the price chart that shows the total of principal costs (the sum of fixed costs and variable costs) and desired amount of revenue.

- c) Pricing based on perceived value. This method sets the company product price is not based on the seller's cost is sometimes too high or too low, but from the customer perception. The key in this method is to determine accurately the market's perception of the value of deals. Market research is needed to establish the perception of market value as a guide to effective pricing.
- d) Pricing the value of the company in this method set low enough to offer a high quality. Value pricing states that the price should represent something offers high value for customers. Appropriate pricing at current prices In this method the company costs or demand less attention to itself but mainly basing the price on the competitor's price. The Company may charge the same price, higher, lower than its competitors. This method is quite popular, if the costs are difficult to measure or competitor responses are uncertain.
- e) Sealed bid pricing. The Company determines the price based on estimates of how competitors will set the price and not based on a rigid relationship to the cost or demand company. In this method, competitive pricing is commonly used when the company closed bidding over a project.

Pricing objectives is goal-oriented image (Tjiptono, 2001:24). Image of a company could be formed trough pricing strategy. Companies could set a high price to establish or maintain the prestigious image. In goal-oriented image, the company sought to avoid competition with the way to differentiate a product or service by way of specific market segments. This is the most common among companies that sell products that include a special category of goods and products that require high involvement in the purchasing process. In this study using four indicators that characterize the price according to Stanton cited in Rosvita (2010:25):

1. Affordability
2. Accordance of price with the quality
3. Price competitiveness

4. Advantages of goods

Decide the price product constitute to the company because price product decide the income in a business and company. Making decision price also very significant in the decision of value or advantages for the consumer and become important role in a quality product description. Competitive price could be strength for the customer to judge the product, because there are types of the customer that make price as a main choice on the purchasing product decision.

D. Promotion

1. Definition of Promotion

According to Alma (2005:179), Promotion is a kind of marketing communication that consist of marketing activity in order to spread information, influence and increasing market target from the company and its product to be ready to receive, buy and loyal to the offered product by company. Meanwhile, according to Swastha (2002:237), promotion is an information wave or a way to persuade to show someone or organization to the implementation that create charge in marketing, In other word promotion also as the all kinds of marketing activity in purpose to push demand. In order recognizing product, company should be promoted to deliver information by the company then citizens able to know the information. Promotion is one of important marketing mix variable in marketing product and service.

According to definitions above able to explained that promotion is an activity that should be doing by company or organization to show, recognize and inform to help the decisions making to the company. Promotion activity that already did by company must be accepted by the citizens. Success of the promotion strategy implementation is consisted of company's ability to sell product or service. Promotion is a marketing mix that has several indicators:

a. Advertising

According to Kotler and Keller (2007:244), advertising is a shape of non private presentation and idea promotion, stuff, or service from the specific supporter that supposed to be pay. Advertising able to be effectively fee messages to be spread, about building brand preference or educate people. Advertising purpose able to be categorize as a target to informing, persuading, remembering, or strengthen. That purposes means for difference step as follows, Kotler and Keller (2007:245):

- a. Informing advertising : creating awareness and knowledge about new product or characteristic previous product
- b. Persuasive advertising : creating favorite, preference, believes, and purchasing a product or service
- c. Remembering advertising: stimulating re-purchasing product and service

- d. Strengthen advertising : make sure the current buyer that they already choose the right choice

b. Sales Promotion

According to Kotler and Keller (2007:266), selling promotion is a part in the marketing campaign or such as collective of the incentives tool that might be short time, designed for stimulate the buying product or service quickly and bigger by customer or seller. Promotion selling consist of tools for the customer (sample, coupon, cash back, discount, achievement, gift, gift for subscribe, testing free, guarantee), promotion trade (discount, advertising fee and billboard, and free stuff), and also business promotion and sales (exhibition and trade convection, contest for delegation of sales, and special ad).

c. CSR (Corporate Social Responsibility)

Corporate social responsible according to Kotler and Keller (2007:276), consist of kinds of designed program to promote or protect the brand image and corporation. CSR department spending their time to give advice for the edge management use positives program and also losing doubt practice then negatives news did not come since begin. CSR Department implementation five functions as follows:

- a. Press relation : Gives news and information about organization from the positives perspectives
- b. Product news : Sponsored in order to give products

- c. Corporate communication: Increasing understanding about organization through internal and external communication
- d. Lobby : Relation with the institution who arrange law and government to support or fail the rules and laws
- e. Advice gives : Gives advice to the management about the public problems, position and corporate image in good side and crisis.

d. Personal Selling

Personal selling is direct interaction to a consumer or more to present, answer the question about product and whole question about company and accepting messages or customer care. According to Kotler (2003:564), personal selling is the oral presentations made by the individual salesperson. In this case a conversation with one or more prospective buyers who intended to create sales.

e. Direct Marketing

Direct marketing according to Kotler and Keller (2007:288), is utilization direct channels to reach and give the product and services without use marketing intermediary. This channel consist of direct mail, catalog, telemarketing, television interactive, counter, internet website and movements tools. Direct marketing is one of way that developing fastest in customer service. Direct marketing gives useful for the customer and seller in many cases. Direct marketing able to managed the time and reach the customer in right time, the direct marketing materials has higher reader

because that material send to customer applicant who interested. Direct marketing also make offering and direct marketing strategy less watched by the rivals, Kotler and Keller (2007:290). The direct marketer able to use several channel to reach the individual and customer as follows:

- a. Direct mail : Sending offering, information, remember tool, or other to someone.
- b. Marketing catalog : Usually the companies may will send catalog product completely, catalog consumer for special product and business catalog, usually in printing, CD, video and online.
- c. Telemarketing : Using telephone and call center to attract consumer applicant, sell to the current consumer and provide services with delivery order and customer care.

According to theory above, the researcher conclude that promotion is a necessary part in marketing to recognize their product, make sure to the customer for their products choice with many ways like direct mail, catalog marketing and also telemarketing. Corporate social responsible (CSR) is could be a channel to promote the product and closer to the customer.

E. Brand switching

1. Definition of Brand Switching

Brand switching behavior is the consumer brand switching performed or interpreted also as decrepitude consumers to switch to other brands. Consumer who often to switch brand in purchases is included into type of variety seeking behavior, Simamora (2004:22). Consumer experience in using the product led to a commitment to the brand. Bad Experience which raises bad value from purchases for a consumer will cause them switch to other brands.

According to Givon (2001:22), brand switching is used by the customer for any time use, where the level of brand switching also shows the extent to which they have a loyal customer. The higher level to brand switching, will be less loyal consumers of the brand. When it happens in a long time and done by a group of consumers from a brand then the brand has a high risk because they are easily and quickly lose customer.

Satisfaction occurs when consumer expectations are met or exceeded expectations and maintained purchasing decisions. Satisfaction can reinforce a positive attitude toward the brand, so that consumers are more likely to re- purchase the same brand. Dissatisfaction occurs when consumer expectations are not met, so consumers will be negative for a brand and consumers will be less likely to buy the same brand again. While the decision to move the brand that consumers do occur due

to consumer dissatisfaction received after making a purchase. Dissatisfaction arises because consumer expectations are not the same or higher than the performance it receives from marketers (Chintagunta, 1999:486). Consumers who are not satisfied with the products they use are likely to switch brand, this is done to their satisfaction of the products that they bought. Indicators that made brand switching in customer:

1. Emerging new products, consumer move to the new product and leaving old their old product to get better quality and satisfied.
2. Quality, quality is size of the brand to implement their functions. Quality such as whole measurement that can show about the preservation, reliability, easy to repair and others high attribute. Schiffman & Kanuk cited in Chatrin & karlina (2007:354).

Brand switching behavior on SIM card phone cellular decided by several factors towards brand switching behavior, as brand image, price, promotion. Several factors that influencing brand switching behavior become a format of brand switching behavior. The influence from the few factors that influencing brand switching behavior above analyzed by using multiple linear regression, then from the result of analysis could obtain the research result.

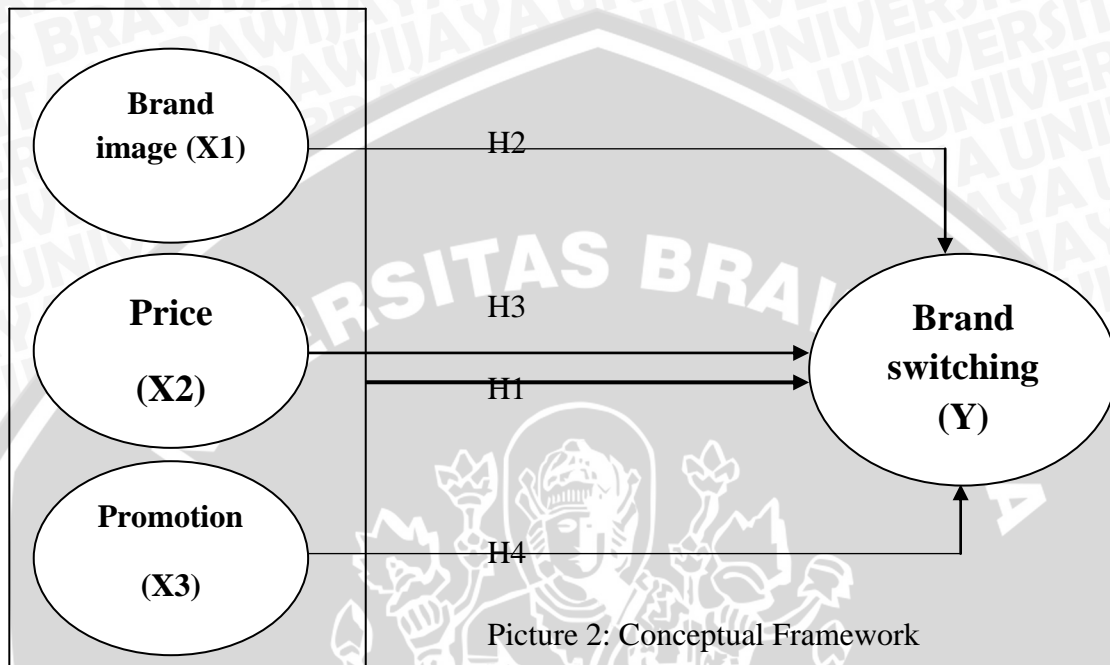
2. Relation among Brand Image, Price and Promotion on Brand switching

Brand switching eventually has many cases did by the customer, all of the reasons because of customer has right to do brand switching behavior. Every

customer has different type and taste then customer switch to other brands. Brand image, price and promotion as an example might customer switch to other product because of bad image of the product, company also image of the customer it selves. Price is could be a measurement also in customer brand switching behavior, might the customer feels unsatisfied with the product where as the price product that they bough is expensive or mostly customer choose the lowest price product to appropriate their economic condition. Then promotion, every detail of the product sometimes judged by the customer, not just brand image, price but also promotion could persuade and remind consumer about the product.

According to Cravens cited in Nilasari (2012:3) said, price is a fast way to attack rivalry or other possibility to positioning a company in the outside directly. According to Stanton cited in Nilasari (2012:3) if the price tag not appropriate with consumer perception toward brand class with the presence of the brand, it will make consumer doubt and no repurchases because consumer claim the price of product unsuitable in it class of brand. Promotion relation among other variable might from brand image, mostly consumer judge the creativity of the company who has good promotion through the radio, television or magazine and deliver it simply funny or impressive.

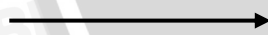
F. Hypothesis Model



Model Hypothesis:



Influencing partially



Influencing simultaneously

G. Hypothesis Formulation

Based on the previous discussion, the hypothesis in this research consists of:

H1 Brand Image, Price, and Promotion has influences significantly on Brand

Switching of SIM card phone cellular simultaneously.

- H2 Brand Image has influence significantly on Brand Switching of SIM card phone cellular.
- H3 Price has influence significantly on Brand Switching of SIM card phone cellular.
- H4 Promotion has influence significantly on Brand Switching of SIM card phone cellular.

UNIVERSITAS BRAWIJAYA



CHAPTER III

RESEARCH METHOD

A. Research Type

This research use explanatory research, it means in this research will explain the existence of causal relations among of variables that will researched. This research will also explain some of analysis descriptive, but the main point of this research is explanation about the influences of few variables measured and researched, also hypothesis test that taken based on literature review. According to Singarimbun (2006:5), explanatory research is the research explained about causal relations between variables research trough hypothesis testing.

In order to explain the influence of brand image, price, and promotion on brand switching at the SIM card cellular, and the arises of the brand image, price, and promotion effects on brand switching at SIM card cellular, partially, simultaneously, and which variable has dominant effect. This research use explanatory research and research method use survey methods. According to Indriantoro and Supomo (2002:152), survey method is a collecting primary data method that used question and collected data. This method needs relation between researcher and subject research (respondent) to get data, by interview or questioner.

B. Research Location

Location of the research was choose on student of Brawijaya University Faculty of Administrative Science especially Department of Business Administration class of 2013 Jl. MT. Haryono 138 Malang because researcher consider the potentially responds who based on education area which has enough population to researched and simply get data needed. This research population target is the student of the university because of:

1. The perspective as a young people who might has big curious to try other product in many kinds of reasons especially brand image, price and promotion as measurement variables in this research.
2. Easy to Influenced by the promotion content such as free content and persuasive tag line.

C. Population and sample

1. Population

Population in this research is student who still registered and studying in S-1 Faculty of Administrative Science noted as class of 2013, Amount of the student population in Faculty of Administrative Science Business Administration Brawijaya University class of 2013. Population is a group of people, event or incident that has characteristic (Indriantoro and Supomo, 2002:115). While according to Arikunto (2002:108), population is a whole research subject. Amount of S-1 Business

Administration student at Faculty of Administrative Science, Brawijaya University class of 2013.

Table 2: Population of Student in S-1 FIA class of 2013

No.	Gender	Total
1.	Male	375
2.	Female	504
	Total	879

Source: Academic Department of Faculty of Administrative Science (2014)

Criteria of the population target:

1. Using mobile phone
2. Using SIM card cellular and they had ever switched to other product of SIM card cellular provider

2. Sample

Sample is part of the population sample consist of chosen member from population. In others word, a number of, but not whole, population element will form sample (Sekaran, 2006:123). To decide amount of sample used the formula of Slovin in Umar (2005:146), following below:

$$\text{Formulation: } n = \frac{N}{1+N(e)^2}$$

n : Size of sample

N : Size of population

e : Percent for inaccuracy sampling can tolerated or wants, around 2.

If the amount population Department of Business Administration Students in Faculty of Administrative Science Brawijaya University class of 2013 are 879, from the formulation above able to count to get the sample:

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{879}{1 + 879 (0.1)^2}$$

$$n = \frac{879}{9,79}$$

$$= 89,78 \approx 90$$

By the calculation above, the researcher take from the sample to become respondents as much as 90 respondents. Caused of female population more than male, the sample will take for female more than male:

$$\text{female} = \frac{504}{879} \times 90 = 51,6 \approx 52$$

$$\text{male} = \frac{375}{879} \times 90 = 38,39 \approx 38$$

Female: 52

Male : 38

Total : 90

3. Sampling techniques

According to Indriantoro and Supomo (2002:120), sampling techniques methods grouped into two:

- a. Probability sampling methods or randomly sampling methods
- b. Non-probability sampling methods or non randomly sampling methods.

Sampling methods that used in this research is chooses methods of probability sampling methods. Sampling in this research use simple random sampling. By simple random sampling, every member of population has same chance as a sample (Cozby, 2009:225). The main characteristic of this sampling is every part from whole population has same chance to choose and the advantages are part of sample could easily and fast to get.

D. Data source

According to Kothari (2004:95), kind of data differentiate become two parts:

1. Primary data is those which are collected a fresh and for the first time, and thus happen to be original in character.
2. Secondary data is those which have been collected by someone else and which have been passed through the statistical process.

E. Data Collection Technique

Data collection technique is the main step in a research, because the main goal in a research is to collect data. This research use questionnaire methods to collecting

data from the respondents. According to Sekaran (2006:67) questionnaire is the way to collecting data by spreading list of question to respondents.

F. Variables and Operational Definition

Operational definition is operationally defined a concept or variable to make measurable. SIM card cellular now feels like war in marketing. They show off their strength one another in purpose to get more consumers and make the consumer become customer with loyalty to their product. This is implemented with seeing the behavior dimension, aspect or characteristic that appeared by the concept or variable. An operational definition is a detailed specification of how one would go about measuring a given variable. Operational definitions can range from very simple and straight forward to quite complex depending on the nature of the variable and the needs of the researcher. Operational definitions should be tied to the theoretical constructs under study. The theory behind the research often clarifies the nature of the variables involved and therefore would guide the development of operational definitions that would tap the critical variables. In this research the whole variables define into two different types, namely independent variable and dependent variable.

1. Independent variables

Independent variable in this research consist of three variables, namely

a. Brand image (X1)

Brand image of the SIM card provider probably influence variety seeking of the consumer, as we know there are several provider famous with strong signal, free content and then low cost.

Indicators that used in this brand image are:

1) Recognition (X1.1)

SIM card provider corporations already use several ways to make consumer recognize their products, such as promotion in TV, Radio, magazine and many more. Recognize products how the consumer knows about the product then the customer try to buy product, get the product, and consume the product. Following the indicators appears several items also those are:

- a) Consumer recognize the product
- b) Following other users cause product well known
- c) Image and benefit give addition value for the product

2) Reputation (X1.2)

Reputation of the SIM card product might unable to appropriate with consumer wants and sometimes consumer appropriating customer's wants to products appears. Become a conversation among the consumer in the environment. Following the indicator of the reputation consist of items, those are:

- a) Brand image well known
- b) Image of the product known good previously
- c) The reputation of the corporation and their product is good in citizens

3) Affinity (X1.3)

Mostly SIM card provider company already apply their customer social responsible in order to building communication between company and customer. Affinity is emotional relationship between product and consumer where the consumer perception about the product is good, for good selling product. Following this indicator also appears several items, are:

- a) Consumer has emotion relationship with the image of the product
- b) Interested with brand image
- c) Product image known interesting to try

4) Loyalty (X1.4)

Loyalty in SIM card cellular may dominated by old people because of several factors like seldom to change new mobile phone, this is consider about how loyal the costumer consume the product that they consume recently. Sometimes brand image of the product not always bring the good image. Following this indicator there are several items:

- a) Stay loyal with the image of the products commonly
- b) Bad image of the product then make consumer switch to others
- c) Proud with current product that being used

b. Price (X2)

Product price is a key factor that affects the choice of purchasing, it is still a reality in third world countries, social groups among the poor, as well as on daily need basic. In the last decade, the factors other than price has been turned into a

relatively more important in purchasing process. Considering about the price product there are few indicators:

1) Affordability price (X2.1)

Affordability price for SIM card cellular commonly appropriate with their business and needs. If consumer need for strong signal and network they know which famously special in it and if they need for free messages but low in network which provider should they use. It's very important for the company who produce the product Affordability price has few items, namely:

- a) Appropriate with the financial
- b) Stability of product price
- c) Product price affordable

2) Accordance of price with the quality (X2.2)

Accordance of price with the quality in people perspective is a must, because people will pay higher if they get high quality also. Items of this indicator are:

- a) Balance between Price and product benefit
- b) Product price appropriate with the quality
- c) Suitable between price and utility

3) Price competitive (X2.3)

Setting the price of a product or service based on what the competition is charging. Competitive pricing is used more often by businesses selling similar products, since services can vary from business to business while the attributes of a product remain similar. Items of this indicator are:

- a) Product price competitive with others product
- b) Product price covered with many gift and free content
- c) Cheap but valuable for consumer

4) Advantages of goods (X2.4)

This is could be the important part from the company about pricing product. They could not always sell product to consumer but the company have to think also about how advantages and valuable the product to the consumer, the safety of using product, benefit, and responsible production. Items of these indicators are:

- a) Right product for appropriate the advantages
- b) Products has special benefit for the consumer
- c) Many discounts and promos

c. Promotion (X3)

Promotion in order to recognize the SIM card product several provider companies in Indonesia looks like a competition in magazine, newspaper, television and other media. There are few indicators consider to this case:

1) Advertising (X3.1)

Cellular provider companies in Indonesia may be the one of commercial break that often to show in television, they made commercial in order to remembering, persuade, information cover with some funny advertising so customer will always remember the tagline. Items of this indicator are:

- a) Informative advertising
- b) Persuasive advertising

c) Remembering advertising

d) Strengthen advertising

2) Sales Promotion (X3.2)

Sales promotion increase sales in limited time depend on company's policy.

Consumer mostly waiting for the sales promotion that company scheduled because it is kind of additional value for the consumer and also the company. Items of this indicator are:

a) Coupon

b) Point of purchase

c) Gift

3) Personal selling (X3.3)

Personal selling also helping the consumer to understand about company's new product and other policy that arranged by the company as one of example requirements to get free content. Items of these indicators are:

a) Presentation

b) Answer the Question

c) Messages Directly

2. Dependent variables

a. Dependent variable of this research is brand switching (Y).

Brand switching consumer decision to purchase a different product brand from the previous one or usually purchased. Brand switching in SIM card choices can be instigated by price promotions, in-store displays, superior availability, perceived

improvements or innovations in competitive brands, desire for novelty, number of available brands, perceived risk, frequency of purchase, changes in quality, or level of satisfaction with the most recent purchase. Brand switching is most common with products that have no great perceived variation in quality across brands such as bottled water, dairy products, or paper towels. Brand switching in this research consist of two indicators, namely:

1) Product Quality (Y1)

Product quality is the product's ability to fulfill the expectations and needs set by the end of SIM card user. The product must work reliably and perform all of its functions. Product quality can be the vital reason why consumer switch to the other product, unsatisfied of the product quality, and unsatisfied with the services. This indicator has few items:

- a) Quality that made consumers has variety seeking behavior
- b) Unsatisfied with the common product
- c) Switch to other product that they claimed high quality

2) Emerging new product (Y2)

Emerging new product may have influence also in brand switching behavior in SIM card cellular. More and more kinds of products make consumer characteristic that we call consumer variety seeking product happened. Items for this indicator are:

- a) Consumers want to try new product
- b) Consumer switch to other expensive product with high quality
- c) Consumer appropriate price with their economic condition

All the Variables, Indicators, and Items merged into one table below:

Table 3: Variable, Indicator and Item

Variable	Indicators	Items
Brand image	1. Recognition	<ol style="list-style-type: none"> 1. Consumer recognize the product 2. Following other users cause product known well 3. Image and benefit gives addition value for the product
	2. Reputation	<ol style="list-style-type: none"> 1. Brand image well known 2. Image of the product known good previously 3. The reputation of the corporation and their product is good in citizens
	3. Affinity	<ol style="list-style-type: none"> 1. Consumer has emotional relationship with the image of the product 2. Interested with brand image. 3. Product image known interesting to try
	4. Loyalty	<ol style="list-style-type: none"> 1. Stay loyal with the image of the products commonly 2. Bad image of the product then make consumer switch to others 3. Proud with the current product that being used.
Price	1. Affordability price	<ol style="list-style-type: none"> 1. Appropriate with the financial 2. Stability of product price 3. Product Price affordable
	2. Accordance of price with the quality	<ol style="list-style-type: none"> 1. Balance between Price and product service 2. Product price appropriate with quality 3. Suitable between price and utility
	3. Price competitiveness	<ol style="list-style-type: none"> 1. Product price competitive with others product 2. Product price covered with many gift and free content 3. Cheap but valuable for consumer
	4. Advantages of goods	<ol style="list-style-type: none"> 1. Right product for appropriate the advantages 2. Products has special benefit for the consumer 3. Many discounts and promos
Promotion	1. Advertising	<ol style="list-style-type: none"> 1. Information advertising 2. Persuasive advertising 3. Remembering advertising 4. Strengthen advertising
	2. Sales Promotion	<ol style="list-style-type: none"> 1. Coupon 2. Point of purchase 3. Gift
	3. Personal Selling	<ol style="list-style-type: none"> 1. Presentation 2. Answer The Question 3. Messages Directly
Brand switching	1. Product quality	<ol style="list-style-type: none"> 1. Quality that make consumers has variety seeking behavior 2. Unsatisfied with the common product 3. Switch to other product that they claimed high quality
	2. Emerging new product	<ol style="list-style-type: none"> 1. Consumers want to try new product 2. Consumer switch to other expensive product with high quality 3. Consumer appropriate price with their economic condition

G. Data measurement technique

According to Sekaran (2006:31), to measure how strong the subject agree or disagree use the statement in scale, able to use Likert scale, by provide the value to every answer in questions that will be given.

These positive scores below are start from one to five, at the indicator of independent variables as follows:

- a. Score 1 = Strongly disagree
- b. Score 2 = Disagree
- c. Score 3 = Neutral
- d. Score 4 = Agree
- e. Score 5 = Strongly agree

These negative scores below are start from one to five, at the indicator of dependent variables (brand switching) for items Y_1 - Y_6 as follows:

- a. Score 1 = Strongly Agree
- b. Score 2 = Agree
- c. Score 3 = Neutral
- d. Score 4 = Disagree
- e. Score 5 = Strongly Disagree

H. Test for the research instrument

1. Validity

Validity is a measure that shows the levels of validity of instrument (Arikunto, 2006:144). According to Sekaran (2006:42), Validity makes sure to a scale tools ability to measure the concept. Validity test able to use product moment pattern or pearson pattern as follows:

$$r_{xy} = \frac{n (\sum XY) - (\sum X \cdot \sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \cdot \{n \sum Y^2 - (\sum Y)^2\}}}$$

Explanation:

r : correlation value of product moment

n : amount of sample/ amount of respondents

X: amount of items score

Y: amount of total score

Based on the formulation above, we will get the correlation coefficient value among each items score with total score, while validity levels able to see from the probability comparison r account (p). States valid if $p < 0.05$ and also the opposite.

Table 4: Validity Test of Variable

No.	Item	Coefficient Validity	Sig.	Information
1	X1.1	0.696	0.000	Valid
2	X1.2	0.569	0.001	Valid
3	X1.3	0.550	0.002	Valid
4	X1.4	0.690	0.000	Valid
5	X1.5	0.695	0.000	Valid
6	X1.6	0.651	0.000	Valid
7	X1.7	0.671	0.000	Valid
8	X1.8	0.606	0.000	Valid
9	X1.9	0.687	0.000	Valid
10	X1.10	0.678	0.000	Valid
11	X1.11	0.664	0.000	Valid
12	X1.12	0.741	0.000	Valid
13	X2.1	0.540	0.002	Valid
14	X2.2	0.542	0.002	Valid
15	X2.3	0.659	0.000	Valid
16	X2.4	0.650	0.000	Valid
17	X2.5	0.510	0.004	Valid
18	X2.6	0.643	0.000	Valid
19	X2.7	0.676	0.000	Valid
20	X2.8	0.413	0.023	Valid
21	X2.9	0.696	0.000	Valid

No.	Item	Coefficient Validity	Sig.	Information
22	X2.10	0.439	0.015	Valid
23	X2.11	0.593	0.001	Valid
24	X2.12	0.628	0.000	Valid
25	X3.1	0.694	0.000	Valid
26	X3.2	0.758	0.000	Valid
27	X3.3	0.681	0.000	Valid
28	X3.4	0.783	0.000	Valid
29	X3.5	0.819	0.000	Valid
30	X3.6	0.810	0.000	Valid
31	X3.7	0.669	0.000	Valid
32	X3.8	0.661	0.000	Valid
33	X3.9	0.453	0.012	Valid
34	X3.10	0.663	0.000	Valid
35	Y1	0.636	0.000	Valid
36	Y2	0.481	0.007	Valid
37	Y3	0.556	0.001	Valid
38	Y4	0.572	0.001	Valid
39	Y5	0.717	0.000	Valid
40	Y6	0.651	0.000	Valid

2. Reliability

According to Umar (2005:194), reliability is an index number that show of measurer consistent in measuring same case. The smaller failure in measurement, made more reliable measurer. And the opposite, the higher failure in measurement, made not reliable measurer. In this research use Alpha, with the pattern:

$$r = \left(\frac{k}{k-1} \right) 1 - \left(\frac{\sum \sigma_b^2}{\sigma^2} \right)$$

r = instrument reliability

k = amount of questions grain

$\sum \sigma_b^2$ = amount of grain variance

σ^2 = total variance

Instrument can reliable if it has reliability more than 0.6 ($\alpha > 0.6$) (Arikunto, 2002:148). If alpha score smaller than 0.6 the instrument is not reliable.

Table 5: Reliability Test of Variable

No.	Variable	Reliability coefficient	Explanation
1	Brand image (X1)	0.878	Reliabel
2	Price (X2)	0.817	Reliabel
3	Promotion (X3)	0.878	Reliabel
4	Brand switching (Y)	0.650	Reliabel

I. Data Analysis Methods

According to Malhotra (2006:230), multiple regression involves a dependent variable and two or more independent variables. If a dependent variable depends on more than one independent variable, then the relationship between two variables is called multiple regression. (Sulaiman, 2004:80). The formulation of multiple linear regression analysis model that can be used is as follows

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + \dots + b_n X_n + e$$

which : Y = value of independent variables forward dependent variables

a = constant number as an intersection

b = coefficient regression

X = dependent variable

e = error term

Unit from each variables still difference, it is need to equated first by using *standardized beta*, then no constant (Ghozali, 2006:88). It means, because this research use questionnaire, the answer of respondent are different and it has not same unit, by this case need to equate by use *standardized beta*. Multiple regress equation that used in this research is:

$$Y = b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Which:

Y = variables of Brand switching

b = coefficient regression

- X_1 = variable of brand image
 X_2 = variable of product price
 X_3 = variable of packaging design
 e = error term

Model above able to be used then to predict the influences between independent variable toward dependent variable that looks at standardized coefficient (β) each independent variable.

J. Hypothesis Testing

1. Analysis tool

a. Multi - Collinearity Test

According to Ghazali (2006:91), multi-collinearity test aims to test whether the regression model found a correlation between the independent variables. Good regression models should not reveal any correlation between the independent variables. According to Ghazali (2006:93), to determine the presence or absence of multicollinearity, it can be seen from the value of tolerance and the opponent is the variable inflation factor (VIF), a low tolerance value equal to the value of VIF is high. Indicating the presence of multicollinearity is the tolerance value <0.10 is equal to the value of VIF >10 . If the VIF value is less than 10, then it can be said there is no multicollinearity between the independent variables in the regression model.

b. Heteroscedasticity Test

According to Ghozali (2006:105), heteroscedasticity test is used to test whether the regression model variants occur inequality of residuals (disturbance) of the other observations. If the residual variance of the observation to other observations remain (without bias), then it is called homoscedasticity, and if different is called heteroscedasticity. Regression model is the good homoscedasticity. As for how to determine whether or not heteroscedasticity can be seen by the graph plot between the predicted values of the dependent variable is the residual SRESID ZPRED. Detection of the presence or absence of certain patterns in the graph between SRESID with ZPRED, where Y is the Y axis that has been predicted, and the X axis is the residue. Basic analysis according to Ghozali (2006:109).

1. If a certain formula like dots form a pattern that is specific has happened regularly then indicates heteroscedasticity.
2. If there is no clear pattern, and the points spread above and below zero on the Y axis, then there is no heteroscedasticity.

c. Normality Testing

According to Santoso (2001:212), normality aims to test whether the regression model, the dependent variable, independent variables, or both have a normal distribution or not, a good regression model is the distribution of normal data or near normal.

Basic decision taking:

1. If the data is spread around the diagonal line and follow the direction of the diagonal line, then the regression model to meet the assumptions of normality
2. If the data is spread away from the diagonal line and or do not follow the direction of the diagonal line, then the regression model did not meet the assumption of normality.

2. F Test

According to Sulaiman (2004:86), the F test is done to see the effect of independent variables on the dependent variable overall. The test is performed by comparing the value of F with F. According to the priest Ghozali (2004:86), the test statistic F is basically used to determine the effect of independent variables together on the dependent variable. Decision criteria if the value of Sig F > 0.05 , with a significance level of 0.05 or less, then it is said to be jointly independent variables affect the dependent variable.

3. t Test

t-test is used to see the significance of individual independent effect on the dependent variable to consider other variables are constant. This test is performed by comparing t_{count} with t_{table} (Sulaiman, 2004:87). According to Ghozali (2006:84), the t test is used to determine how far the influence of independent variables on the dependent variable individually. The decision criteria of $t > t_{table}$, with a significance level of 0.05 or below that seen in the column sig, it can be said that the individual independent variables affect the dependent variable.

4. Dominant Test

According to Arief (2002:12) states are free to determine the most decisive variables (dominant) in affecting the value of the dependent variable in a linear regression model, then use the beta coefficient (beta coefficient). The values in the beta standardized coefficient are the value of the independent variables that have been standardized in the form of a percentage.



CHAPTER IV

RESEARCH RESULT AND DISCUSSION

A. General Description of the Research Location

This research implementation is at Faculty of Administrative Science Brawijaya University Malang Jl. Mayjen Haryono 163 Malang. Research location limited by:

North : Jl. M.T. Haryono

South : Faculty of Economic and Business Brawijaya University Malang

West : Faculty of Engineering Brawijaya University Malang

East : Guest House of Brawijaya University Malang

B. General Description of the Respondent

Respondent in this research are student of Faculty of Administrative Science Business Administration Brawijaya University class of 2013 who use SIM card and already switch to other phone cellular brand. Total respondent in this research are 90 students. Sample decision is representative and population of the respondent as known as much as 879 students for male 375 students and female

504 students. Description about respondent that become sample in this research is classified based on total spend of money for credit purchases in a month, previous SIM card phone cellular brand, current SIM card phone cellular brand, the number of using brand and reason to switch to other SIM card phone cell.

1. Respondent Characteristic Based on Gender

Table 6: Gender of Respondent

Gender	Frequency (people)	Percentage (%)
Male	38	43.3
Female	52	57.7
Total	90	100

Table 6 describes total respondent based on gender. Where female 52 people (57.7%) more than male 38 people (43.3%). Consider about population of student at business administration female more than male.

2. Respondent Characteristic Based on Total Spending Money for Credit Purchases

Table 7: The amount of money spend for credit purchases in a month

Amount of money (Rupiah)	Frequency (people)	Percentage (%)
< RP 50.000	22	24.5
50.000 – 150.000	47	52.2

Amount of money (Rupiah)	Frequency (people)	Percentage (%)
> RP 150.000	21	23.3
Total	90	100

Table 7 describe about credit purchases in a month by respondent mostly around 50.000–150.000 Rupiahs with 47 (52.2%) respondents and the smallest respondent spend money for credit purchases are more than 150.000 with 21 (23.3%) respondents.

3. Respondent Characteristic Based on Previous SIM Card Cellular

Table 8: Uses of SIM Card Previously

SIM card	Frequency (people)	Percentage (%)
Telkomsel	21	23.4
Indosat	30	33.3
XL	28	31.1
3	-	-
Other brand	11	12.2
Total	90	100

Table 8 describe for previous most used SIM card and least SIM card uses. The most used in table 8 show Indosat is the most used with 30 users

(33.3%) then the least SIM card uses other brands (Smartfren and Esia) with 11 users (12.2%).

4. Respondent Characteristic Based on Current SIM Card Cellular

Table 9: Uses of SIM Card Currently

SIM card	Frequency (people)	Percentage (%)
Telkomsel	24	26.7
Indosat	34	37.8
XL	21	23.3
3	-	-
Other brand	11	12.2
Total	90	100

Table 9 is describing amount users of SIM card cellular currently. Indosat leads the most uses SIM card with 34 users (37.8%) and followed by Telkomsel with 24 users (26.7%). XL users is 21 (23.3%) and the least users is other (Smartfren and Esia) brand with 11 users (12.2%).

5. Respondent Characteristic Based on Uses The Number of SIM Card Cellular Brand Currently

Table 10: The number of Uses SIM Card Currently

Amount of SIM card	Frequency (people)	Percentage (%)
1	68	75.6

Amount of SIM card	Frequency (people)	Percentage (%)
2	12	13.3
3	10	11.1
More than 3	-	-
Total	90	100

Table 10 describe amount of uses SIM card for every respondents. Most people using 1 SIM card cellular. Table 10 above already equal 68 people (75.6%) uses 1 SIM card cellular then followed by 12 people (13.3%) uses 2 SIM cards cellular. There is no respondent use more than 3 SIM card.

6. Respondent Characteristic Based on Reason To Switch To Other SIM Card Cellular Brand

Table 11: Respondent Reasons to Switch to Other SIM Card Cellular

Main reason	Frequency (people)	Percentage (%)
Good brand image	22	24.4
Product price	28	31.1
Good promotion	35	38.9
Other reason	5	5.6
Total	90	100

Table 11 explain several main reasons why customer switch to other brand are 35 people (38.9%) choose good promotion then followed by product price 28 people (31.1%). good brand image 22 people (24.4%) and there are 5 people (5.6%) has personal reason to switch to other SIM card cellular. By the table above promotion leading might be caused promotion could interest the consumer to curious with the new product or good tagline then make the consumer buy the product.

C. Description of variable researched

1. Frequency Distribution of Brand Image Variable (X1)

In the Brand image variable there are twelve item questionnaires given to the respondents to answer. Respondents response could be seen in the table 12 :

Tabel 12

Frequency Distribution of Brand Image Variable (X1)

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X _{1.1}	21	23.33	47	52.22	20	22.22	2	2.22	0	0.00	90	100	3.97
X _{1.2}	27	30.00	48	53.33	15	16.67	0	0.00	0	0.00	90	100	4.13
X _{1.3}	24	26.67	56	62.22	10	11.11	0	0.00	0	0.00	90	100	4.16
Mean Indicator													4.09
X _{1.4}	26	28.89	56	62.22	8	8.89	0	0.00	0	0.00	90	100	4.20
X _{1.5}	17	18.89	66	73.33	7	7.78	0	0.00	0	0.00	90	100	4.11
X _{1.6}	18	20.00	63	70.00	9	10.00	0	0.00	0	0.00	90	100	4.10
Mean Indicator													4.14
X _{1.7}	24	26.67	57	63.33	9	10.00	0	0.00	0	0.00	90	100	4.17

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X _{1.8}	21	23.33	63	70.00	6	6.67	0	0.00	0	0.00	90	100	4.17
X _{1.9}	27	30.00	52	57.78	11	12.22	0	0.00	0	0.00	90	100	4.18
Mean Indicator													4.17
X _{1.10}	16	17.78	61	67.78	13	14.44	0	0.00	0	0.00	90	100	4.03
X _{1.11}	18	20.00	61	67.78	11	12.22	0	0.00	0	0.00	90	100	4.08
X _{1.12}	18	20.00	62	68.89	10	11.11	0	0.00	0	0.00	90	100	4.09
Mean Indicator													4.07
Grand Mean													4.11

From the table 12 above, the meaning of number (score) 5, 4, 3, 2 and 1 are as follows:

- 5 : Strongly agree
- 4 : agree
- 3 : doubt
2. : disagree
- 1 : Strongly disagree

X1.1 = In Table 12 it showed that of the 90 respondents, there were 21 respondents or 23.33% said strongly agree about truly recognizing SIM cards are used. Who had agreed that 47 respondents or 52.22%. Who has neutral reason is about 20 respondents or 22.22%. Which is respondent who said disagree about 2 respondents or 2.22%. There is no respondent who has reason to strongly disagree.

X1.2 = Second item is a SIM card that is widely used also by other people showed that the respondents strongly agreed that answer a total of 27 respondents or

30.0%. which agreed 48 respondents or 53.33%. Who said neutral about 15 respondents or 16.67%. which is no respondent has disagree and strongly disagree.

X1.3 = Regarding to the third item that is getting more value from SIM card image that is in use showed that the respondents strongly agreed that said about 24 respondents or 26.67%. Who agreed by 56 respondents or 62.22%. which said neutral is about 10 respondents or 11.11%. which is no respondent said disagree and disagree.

X1.4 = For the fourth item using a SIM card that has a good image showed that the respondents strongly agreed said for about 26 respondents or 28.89%. Which is agreed by 56 respondents or 62.22%, then respondent who said neutral is about 8 respondents or 8.89%. No respondent who said disagree and strongly disagree.

X1.5 = Fifth item using a SIM card that has famous image at beginning until now showed that the respondents strongly agreed that said about 17 respondents or 18.89%. Which is respondent agreed with 66 respondents or 73.33%. Who said neutral as 7 respondents or 7.78%. There is no respondent has reason to disagree and strongly disagree.

X1.6 = Sixth item using a SIM card which has good reputation in the citizens showed that the respondents who strongly agreed is about 18 respondents or 20.0%. which was agreed by 63 respondents or 70.0%. who said neutral about 9 respondents or 10.0%, then no respondent said disagree and strongly disagree.

X1.7 = For the seventh items that have an emotional interest in the cellular card that use showed that the respondents strongly agreed that said as much as 24 respondents or 26.67%. the total of 57 respondents agreed or 63.33%. which said neutral about 9 respondents or 10.0%. which is no respondent said disagree and strongly disagree

X1.8 = Regarding to eighth item is interested in trying SIMcard that used recently because the image of the product showed that the respondents strongly agreed that said about 21 respondents or 23.33%. which was agreed by 63 respondents or 70.0%. who said neutral as 6 respondents or 6.67%. There is no respondent said disagree and strongly disagree.

X1.9 = For the ninth item is tried as a SIM card that used now as interesting to try it showed that the respondents strongly agreed that said a total of 27 respondents or 30.0%. who agree as much as 52 respondents or 57.78%. who said neutral 11 respondents or 12.22%. which is no respondent said disagree and strongly disagree.

X1.10 = To remain faithful to the tenth item using a SIMcard that used with the condition of the product image is down showed that the respondents strongly agreed that said about 16 respondents or 17.78%. Which agreed a total are 61 respondents or 67.78%. Which is said neutral about 13 respondents or 14.44%. No respondent said disagree and strongly disagree.

X1.11 = According to the eleventh item image cellular card that used previously is bad then moved to other SIM card that showed that the respondents strongly agreed that said a total of 18 respondents or 20.0%. Who had agreed a total of 61 respondents or 67.78%, which said neutral about 11 respondents or 12.22%. There is no respondent said disagree and strongly disagree.

X1.12 = Twelve items that are proud of the image that use a cellular card showed that the respondents strongly agreed that said a total of 18 respondents or 20.0%. Who had agreed were 62 respondents or 68.89%. who said neutral about 10 respondents or 11.11%. There is no respondent said disagree and strongly disagree. For the highest score of this variable is item X1.4 (Brand image well known) which has score 4.20 among of several variables above.

2. Frequency Distribution of Price Variable (X2)

Variable of price has twelve items in question that given for the respondent to answer. The answer could be seen at the table 13:

Tabel 13

Frequency Distribution of Price Variable (X2)

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X _{2.1}	20	22.22	60	66.67	10	11.11	0	0.00	0	0.00	90	100	4.11
X _{2.2}	23	25.56	55	61.11	12	13.33	0	0.00	0	0.00	90	100	4.12
X _{2.3}	19	21.11	60	66.67	11	12.22	0	0.00	0	0.00	90	100	4.09
Mean Indicator													4.11
X _{2.4}	20	22.22	49	54.44	21	23.33	0	0.00	0	0.00	90	100	3.99

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X _{2.5}	18	20.00	57	63.33	15	16.67	0	0.00	0	0.00	90	100	4.03
X _{2.6}	17	18.89	65	72.22	8	8.89	0	0.00	0	0.00	90	100	4.10
Mean Indicator													4.04
X _{2.7}	20	22.22	57	63.33	13	14.44	0	0.00	0	0.00	90	100	4.08
X _{2.8}	21	23.33	59	65.56	10	11.11	0	0.00	0	0.00	90	100	4.12
X _{2.9}	24	26.67	59	65.56	7	7.78	0	0.00	0	0.00	90	100	4.19
Mean Indicator													4.13
X _{2.10}	24	26.67	54	60.00	12	13.33	0	0.00	0	0.00	90	100	4.13
X _{2.11}	28	31.11	44	48.89	18	20.00	0	0.00	0	0.00	90	100	4.11
X _{2.12}	40	44.44	38	42.22	12	13.33	0	0.00	0	0.00	90	100	4.31
Mean Indicator													4.19
Grand Mean													4.12

According to the table 13, the meaning of number (score) 5, 4, 3, 2, and 1 are as follows:

- 5 : Strongly agree
- 4 : agree
- 3 : doubt
- 2 : disagree
- 1 : Strongly disagree

X_{2.1} = In Table 13 it showed that of the respondents there were 20 respondents or 22.22% said strongly agree on using a SIM card that corresponds to the financial condition, which said agreed to by 60 respondents or 66.67%. Who said neutral is about 10 respondents or 11.11%. No respondent said disagree and strongly disagree.

X2.2 = Second item is to use a stable cellular card that costs showed that the respondents strongly agreed that said is about 23 respondents or 25.56%, which was agreed by 55 respondents or 61.11%. Who said neutral is about 12 respondents or 13.33%. There is no respondent said disagree and strongly disagree.

X2.3 = For the third item is to use affordable SIMcard showed that the respondents strongly agreed that said about 19 respondents or 21.11%, which was agreed by 60 respondents or 66.67%. Who said neutral is about 11 respondents or 12.22%. No respondent said disagree and strongly disagree.

X2.4 = Fourth item is using appropriate cellular cards between price and services offered showed that the respondents strongly agreed that said as much as 20 respondents or 22.22%. a total of 49 respondents agreed or 54.44%. who said doubt as 21 respondents or 23.33%. which is said disagree as much as 0 or 0% of respondents. and were said strongly disagree as much as 0 or 0% of respondents.

X2.5 = Regarding to fifth item using appropriate cellular cards between price and quality showed that the respondents strongly agreed a total of 18 respondents or 20.0%. who agree is about 57 respondents or 63.33%. Respondent who said neutral is about 15 respondents or 16.67%, which is no respondent said disagree and strongly disagree.

X2.6 = For the sixth item is using appropriate cellular cards between price and demand showed that the respondents strongly agreed is about 17 respondents or

18.89%. which was agreed by 65 respondents or 72.22%. Who said neutral as much as 8 respondents or 8.89%. There is no respondent has reason to disagree and strongly disagree.

X2.7 = Seventh item is using a SIMcard that cost competitive with other cellular card showed that the respondents strongly agreed that said about 20 respondents or 22.22%, total of 57 respondents agreed or 63.33%. which said neutral about 13 respondents or 14.44%. There is no respondent said disagree and strongly disagree.

X2.8 = For the eighth items is using a SIM card that gives a lot of free content showed that the respondents strongly agreed is about 21 respondents or 23.33%. which is about 59 respondents agreed or 65.564%. which said neutral is about 10 respondents or 11.11%. There is no respondent has reason to disagree and strongly disagree.

X2.9 = Regarding to ninth item is using a SIMcard that is very valuable, to note that the respondents strongly agreed about 24 respondents or 26.67%. which agreed with 59 respondents or 65.56%, which said neutral is about 7 respondents or 7.78%. No respondent said disagree and strongly disagree.

X2.10 = According to the tenth items is use a cellular card in accordance with the benefits I get from the product showed that the respondents strongly agreed that said about 24 respondents or 26.67%. which is agreed by 54 respondents or

60.0%.Who said neutral is about 12 respondents or 13.33%.There is no respondent has reason to disagree and strongly disagree.

X2.11 = Eleventh item is a special benefit from the price of a cellular card that showed that the respondents strongly agreed that said about 28 respondents or 31.11%, which was agreed by 44 respondents or 48.89%.Who said neutral is about 18 respondents or 20.0%.There is no respondent has reason to disagree and strongly disagree.

X2.12 = For the twelve items that get an offer promo rates of cellular card that I use showed that the respondents strongly agreed that said about 40 respondents or 44.44%, which agreed with 38 respondents or 42.22%.Respondent who said neutral is about 12 respondents or 13.33%.There is no respondent has reason to disagree and strongly disagree.

For the highest score in this variable is X2.12 (Many discounts and promotions) which has score 4.31 and become highest among several variables. Price of the product is acceptable to influence consumer to switch to other product also. According to presentation above strongly said many discount and promo become the highest score that chosen by the consumer. It automatically consumer usefully the moment when company give chance to consumer to buy more and the made it happen.

3. Frequency Distribution of Promotion Variable (X3)

Variable of promotion has ten items question that given to the respondent to answer. The answer could be seen at the table 14:

Tabel 14

Frequency Distribution Promotion Variable (X3)

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X _{3.1}	28	31.11	51	56.67	11	12.22	0	0.00	0	0.00	90	100	4.19
X _{3.2}	25	27.78	56	62.22	9	10.00	0	0.00	0	0.00	90	100	4.18
X _{3.3}	24	26.67	58	64.44	8	8.89	0	0.00	0	0.00	90	100	4.18
X _{3.4}	22	24.44	56	62.22	12	13.33	0	0.00	0	0.00	90	100	4.11
Mean Indicator													4.16
X _{3.5}	16	17.78	65	72.22	9	10.00	0	0.00	0	0.00	90	100	4.08
X _{3.6}	13	14.44	70	77.78	7	7.78	0	0.00	0	0.00	90	100	4.07
X _{3.7}	11	12.22	66	73.33	13	14.44	0	0.00	0	0.00	90	100	3.98
Mean Indicator													4.04
X _{3.8}	12	13.33	66	73.33	12	13.33	0	0.00	0	0.00	90	100	4.00
X _{3.9}	14	15.56	64	71.11	12	13.33	0	0.00	0	0.00	90	100	4.02
X _{3.10}	8	8.89	75	83.33	7	7.78	0	0.00	0	0.00	90	100	4.01
Mean Indicator													4.01
Grand Mean													4.08

According to the table 14, the meaning of number (score) 5, 4, 3, 2, 1 as follows:

5 : Strongly agree

4 : agree

3 : doubt

2. : disagree

1 : Strongly disagree

X3.1 = In Table 14 it is known that of the 90 respondents. there were 28 respondents or 31.11% said strongly agree to get the latest information of SIMcard. which is agreed by 51 of the respondents or 56.67%, which is said neutral about 11 respondents or 12.22%. There is no respondent has reason to disagree and strongly disagree.

X3.2 = Second item is using a SIMcard that offers more content than other cellular card showed that the respondents strongly agreed that said about 25 respondents or 27.78%, which was agreed by 56 respondents or 62.22%. Who said neutral as 9 respondents or 10.0%. There is no respondent has reason to disagree and strongly disagree.

X3.3 = For the third item is always remembered with a message and impression in the SIM card advertising card that used showed that the respondents strongly agreed that claimed about 24 respondents or 26.67%, which agree is about 58 responden or 64.44%. Who said neutral by 8 respondents or 8.89%. There is no respondent has reason to disagree and strongly disagree.

X3.4 = Regarding to the fourth item using a SIM card that always assures that the cellular card that used is the best it showed that the respondents strongly agreed that said about 22 respondents or 24.44%, which was agreed by 56 respondents

or 62.22%. which is respondent said neutral about 12 respondents or 13.33%.no respondent said disagree and strongly disagree.

X3.5 = Fifth item is often get a coupon to get a SIM card gift that use showed that the respondents strongly agreed that said about 16 respondents or 17.78%, which was agreed by 65 respondents or 72.22%. who said neutral is about 9 respondents or 10.0%. There is no respondent has reason to disagree and strongly disagree.

X3.6 = Sixth item is always get points on every purchase pulses from a SIM card showed that the respondents strongly agreed that said about 13 respondents or 14.44%, which is agreed by 70 respondents or 77.78%.Respondent who said neutral is about 7 respondents or 7.78%. There is no respondent has reason to disagree and strongly disagree.

X3.7 = For the seventh items is often get gift cards from the cellular provider showed that the respondents strongly agreed about 11 respondents or 12.22%. which agreed with 66 respondents or 73.33%. who said doubt - doubt as many as 13 respondents or 14.44%. which is said not agree as much as 0 or 0% of respondents. and were said strongly disagree as much as 0 or 0% of respondents.

X3.8 = For the eighth item that is often listened to a presentation or some sort of explanation of SPG/SPB SIM card provider showed that the respondents strongly agreed about 12 respondents or 13.33%, which agreed with 66 respondents

or 73.33%. Who said neutral is about 12 respondents or 13.33%. There is no respondent has reason to disagree and strongly disagree.

X3.9 = Ninth item is always get an answer from the SIM card operator showed that the respondents strongly agreed about 14 respondents or 15.56%, which is about 64 respondents agreed or 71.11%. Who said neutral is about 12 respondents or 13.33%. There is no respondent has reason to disagree and strongly disagree.

X3.10 = Regarding to tenth item is often get in the form of text messages from SIM operators to note that respondents strongly agreed about 8 respondents or 8.89%, which was agreed by 75 respondents or 83.33%. Who said neutral is about 7 respondents or 7.78%. There is no respondent has reason to disagree and strongly disagree. For the highest item in this variable is X3.1 (Information advertising) which has highest score among several variables above

4. Frequency Distribution of Brand Switching Variable (Y)

Variable of brand switching has six items question that given to the respondent to answer. Respondent's answer could be seen at the table 15:

Table 15

Frequency Distribution of Brand switching Variable (Y)

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y ₁	31	34.44	43	47.78	16	17.78	0	0.00	0	0.00	90	100	4.17
Y ₂	30	33.33	44	48.89	16	17.78	0	0.00	0	0.00	90	100	4.16
Y ₃	29	32.22	42	46.67	19	21.11	0	0.00	0	0.00	90	100	4.11
Mean Indicator													4.14

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y ₄	25	27.78	51	56.67	14	15.56	0	0.00	0	0.00	90	100	4.12
Y ₅	31	34.44	42	46.67	17	18.89	0	0.00	0	0.00	90	100	4.16
Y ₆	30	33.33	46	51.11	14	15.56	0	0.00	0	0.00	90	100	4.18
Mean Indicator													4.15
Grand Mean													4.15

According to the table 15 above, the meaning of number (score) 5, 4, 3, 2 and 1 are as follows:

5 : Strongly disagree

4 : disagree

3 : doubt

2 : agree

1 : Strongly agree

YI = In Table 15 it showed that of the 90 respondents. there were 31 respondents or 34.44% said strongly disagree on seeking quality mobile card so switching to various other cellular card, which said disagree is 43 respondents or 47.47%.Who said neutral is about 16 respondents or 17.78%.There is no respondent has reason to agree and strongly agree.

Y2 = Second item is switched to cellular card because earlier mobile cards are not satisfied to note that respondents who said strongly disagreed by 30 respondents or 33.33%, which was disagreed by 44 respondents or 48.89%.Who said neutral is

about 16 respondents or 17.78%. There is no respondent has reason to agree and strongly agree.

Y3 = For the third item namely switching to a cellular card which higher quality could be seen that the respondents strongly disagreed that said a total of 29 respondents or 32.22%. a total of 42 respondents disagreed or 46.67%. who said neutral as 19 respondents or 21.11%. There is no respondent has reason to agree and strongly agree.

Y4 = Regarding to the fourth item is switched to another cellular card because the desire to try other cellular card cards choice due to the many new mobile could be seen that the respondents strongly disagree is about 25 respondents or 27.78%. which was disagree by 51 respondents or 56.67%. who said neutral is about 14 respondents or 15.56%. No respondent has reason to agree and strongly agree.

Y5 = Fifth item is switched to cellular card that now because the price according to quality showed that the respondents strongly disagree that claimed as many as 31 respondents or 34.44%. Total of 42 respondents disagree or 46.67%. who said neutral is about 17 respondents or 18.89%. There is no respondent has reason to agree and strongly agree.

Y6 = According to the sixth item is switch to mobile card cell card before now because accordance with the economy showed that the respondents strongly disagreed that said by 30 respondents or 33.33%, which disagree with 46 respondents

or 51.11%. Who said neutral is about 14 respondents or 15.56%. which is said agree and strongly agree is 0. Then for the highest score in this variable is Y_6 (Customer appropriate price with their economic condition).

D. Assumptions of Classical Regression

The classical assumptions must be made to meet the use test multiple linear regression. After held multiple regression calculations through the auxiliary SPSS for Windows, held assumptions of classical regression testing test. Test results are presented as follows

1. Normality Testing

This test is performed to determine whether the residual value of the normal spread or not. Test procedures performed by Kolmogorov-Smirnov test, with the following conditions:

Hypotheses are used:

H_0 : residuals are scattered normal

H_1 : the residuals are not normally distributed

If the sig. (p-value) > then H_0 is accepted that it means normality are met.

Normality test results are shown in Table 16

Table 16 : Result Of Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardiz ed Residual
N		90
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.87017137
Most Extreme Differences	Absolute	.071
	Positive	.051
	Negative	-.071
Kolmogorov -Smirnov Z		.670
Asymp. Sig. (2-tailed)		.761
a. Test distribution is Normal.		
b. Calculated from data.		

From the calculations results is obtained **sig.**value at 0.761 (described at Table 16) or more than 0.05; H_0 accepted because normal assumptions completed.

2. Autocorrelation Testing

Autocorrelation test is to determine the correlation between the remnant that are sorted by time (as in the time series) or space (as in a cross section). In the context of regression. the classical linear regression model assumes that there is no autocorrelation in the residual (ϵ_i). It is shown that the classical model assumes the residual element associated with the observations are not influenced by the residual associated with any other observations

This test could be done using the Durbin-Watson test (DW-test). Underlying hypothesis testing are:

$H_0 : \rho = 0$ (there is no autocorrelation in residual)

$H_1 : \rho \neq 0$ (there is autocorrelation in residual)

Durbin –Watson's statistic that patterned by statistic d. as follows:

$$d = \frac{\sum (e_t - e_{t-1})^2}{\sum e^2}$$

Many observations on statistical numerator d is n - 1 because of the observations get lost in successive differentiation

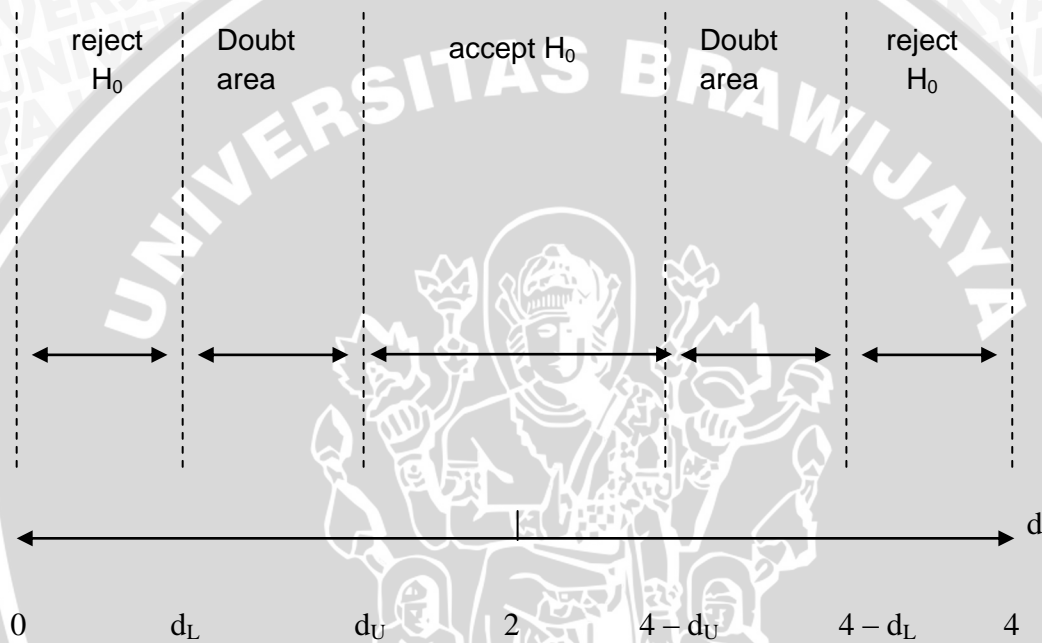
Test procedure of Durbin-Watson as follows:

- a. By using the smallest Squares Method (MKT) ordinary. calculate the regression coefficients. and define e_t .
- b. By using the above formula d stats is count
- c. Based on the number of observations and descriptive modifiers specify critical values d_L dan d_U .

Implementing decisions rules :

- 1) If $d < d_L$ or $d > (4 - d_L)$. H_0 rejected. it means there is an autocorrelation in residuals.
- 2) If $d_U < d < (4 - d_U)$. H_0 accepted. it means there is no autocorrelation between residuals.

- 3) But if $d_L < d < d_U$ or $(4 - d_U) < d < (4 - d_L)$, it means Durbin-Watson's testis there is no result to concluded (inconclusive). For these values .could not be (at a certain significance level) inferred the existence of autocorrelation among the disturbance factors.



Explanation:

d_U = Durbin-Watson Upper (upper limitation from Durbin-Watson)

d_L = Durbin-Watson Lower (lower limitation from tabel Durbin-Watson)

By the table Durbin-Watson for $n = 90$ and $k = 3$ (kind of independent variable) du value known as 1.736 and $4 - d_u$ as 2.264. Autocorrelation test result could be seen at the Table 17.

Tabel 17: Autocorrelation Test Result

Model	Durbin-Watson
1	1.957

From Table 16 above note Durbin Watson test value of 1.957 which located between 1.736 and 2.264. it could be concluded that there is no autocorrelation assumption has been met.

.3.Multicollinearity Testing

Multicollinearity test conducted to determine the relationship that does not happen or does not happen very strong linear relationship is perfect or it could also be said that among the independent variables are not related to each other. The way the test is to compare the Tolerance value obtained from the regression calculation. if the value of tolerance <0.1 then it happened multicollinearity. Multicollinearity test results could be seen in Table 18.

Tabel 18: Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 X1	.352	2.841
X2	.360	2.781
X3	.478	2.094

Based on table 18, test results from each independent variable are:

- a. Tolerance for Brand image is 0.352

- b. Tolerance for Price is 0.360
- c. Tolerance for Promotion is 0.478

On the test results obtained that the overall tolerance values > 0.1 so it could be concluded that there is no multicollinearity between independent variables.

Multicollinearity test could also be done by comparing the value of the VIF (Variance Inflation Factor) with figure 10. If the VIF value > 10 then there is multicollinearity. Here are the test results of each independent variable:

- a. VIF for Brand image is 2.841
- b. VIF for Price is 2.781
- c. VIF for Promotion is 2.094

From the test results it could be concluded that there is no multicollinearity between independent variables. Thus the assumption of no multicollinearity test could be met.

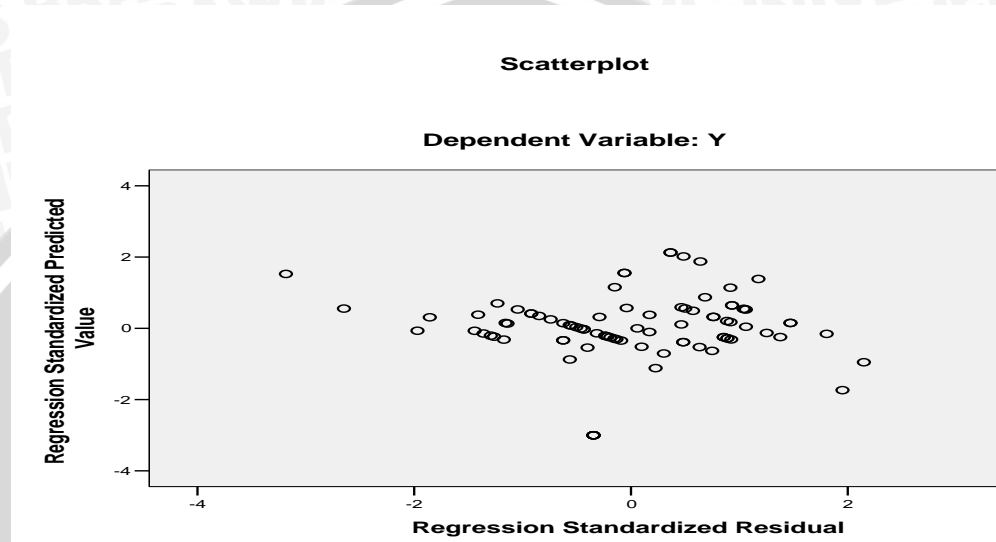
4. Heterocedastity Test

Heterocedastity test is used to determine whether there is inequality due to the residual value of the deviation of the size of the value of one of the independent variables. There is existence of differences in the value of diversity by increasing the value of the independent variable. Test procedures performed with scatter plots. Testing homogeneity of residual variance based on the hypothesis:

H_0 : residual variance homogeneous

H_1 : residual variance not homogeneous

Hetercedastity test results could be seen at Picture 3



Picture 3: Heterocedastity Test

From the test result are obtained that display scatterplot diagram spread and does not form a specific pattern then there is no heteroscedasticity. It can be concluded that the remnant has a variety of homogeneous (constant) or in other words there are no symptoms heterocedastity.

With the classical regression assumptions are met throughout the above we can conclude that multiple linear regression model used in this study is already feasible or appropriate. It can be taken interpretation of the results of multiple regression analysis has been done.

E. Regression Analysis

Regression analysis used to calculate the magnitude of the effect between the independent variables namely Brand image (X1), Price (X2), Promotion (X3) and the dependent variable is Brand switching (Y).

1. Regression Equation

The regression equation used to know the relationship between the independent variable and the dependent variable. By using SPSS for Windows ver 18.00 regression model obtained as in Table 19:

Tabel 19: Summary of Multiple Linier Regression

Independent Variable	Dependent Variable	Unstandardized Coefficients	t-count	P-Value	Description
		B			
X1	Y	0.139	2.087	0.040	Significant
X2		0.148	2.160	0.034	Significant
X3		0.220	3.003	0.004	Significant
Constant	: 1.697				
R	: 0.743				
R ²	: 0.552				
Adjusted R ²	: 0.536				
F count	: 35.327				
Sig.F	: 0.000				

Source: Appendix 5

Based on the table 19 obtained regression equation as follows:

$$Y = 1.697 + 0.139 X_1 + 0.148 X_2 + 0.220 X_3$$

According to equation above could be interpreted as follows:

- a. Brand switching would increase by 0.139 units for every additional one unit of X1 (brand image). If Brand image has increased 1 unit then Brand switching would increase by 0.139 units assuming other variables held constant.
- b. Brand switching would increase by 0.148 units for every additional one unit of X2 (Price). If Price has increased 1 unit then Brand switching would increase by 0.148 units assuming other variables held constant.
- c. Brand switching would increase by 0.220 units for every additional one unit of X3 (Promotion). If Price has increased 1 unit then Brand switching would increase by 0.220 units assuming other variables held constant.

Based on the above interpretation, it can be seen the contribution of independent variables on the dependent variable. such as brand image at 0.139, 0.148 Price, and Promotion of 0.220. It can be concluded that Brand image, Price and Promotion positive influence on brand switching. In other words, if that Brand image, Price and Promotion increased it leads to an increase in brand switching.

2. Coefficient of Determination (R^2)

To determine the contribution of independent variables (Brand image (X1), Price (X2), and Promotion (X3)) on the dependent variable (brand switching) used the value of R^2 .

The coefficient of determination is used to calculate the magnitude of the effect or contribution of independent variables on the dependent variable. From the analysis of the results obtained in Table 19 R^2 (coefficient of determination) of 0.552. This means that 55.2% Brand switching variable will be influenced by the independent variables, namely Brand image (X1), Price (X2), and Promotion (X3). While the remaining 44.8% Brand switching variable will be influenced by other variables that are not addressed in this study.

In addition to the coefficient of determination was also obtained correlation coefficients indicate the magnitude of the relationship between the independent variable image Brand, Price, and Promotion by Brand switching variable, the value of R (correlation coefficient) of 0.743, the value of this correlation indicates that the relationship between the independent variable Brand image (X1), Price (X2), and Promotion (X3) with Brand switching is included in the strong category because they are on an interval 0.6 to 0.8. The relationship between the independent variable Brand image (X1), Price (X2), and Promotion (X3) with Brand switching is positive, meaning that if the independent variable is increased then the Brand switching would also increase.

3. Hypothesis Testing

Hypothesis testing is an important part in the study. Then after the data is collected and processed. Its main purpose is to answer the hypothesis made by the researcher.

4. Hypothesis I (F test /Simultaneous)

Testing F or testing the model used to determine whether the results of the regression analysis significant or not, in other words the exact model allegedly / fit or not. If the results were significant, then H_0 is rejected and H_1 is accepted. Meanwhile, if the result is not significant, then H_0 is accepted and H_1 is rejected. It can also be regarded as

H_0 rejected if Sig. F < 0.05

H_0 accepted if Sig. F > 0.05

Based on table 19 value of Sig. F as big as 0.000 because sig F value (0.000) < α = 0.05 regression analysis model are significant. It means H_0 rejected and H_1 accepted then could be concluded that dependent variable (Brand switching) could be influenced significantly by independent variables (Brand image (X_1), Price (X_2), and Promotion (X_3)).

5. Hypothesis II (t test / Partial)

t test are used to know how the each independent variables has partially influences significantly towards dependent variable.

Based on the table 19 obtained result as follows:

- a. Variable of X_1 gives a positive and significant effect, this is evidenced by the regression coefficient of 0.139 with a significance value of 0.040. t test

between X_1 (Brand image) with Y (Brand switching) show Sig $t = 0.040$. Because Sig t value (0.040) $< \alpha = 0.05$ X_1 (Brand image) influence on brand switching are significant. It means H_0 rejected and H_1 accepted. It could be concluded that Brand switching can be significantly influenced by brand image or to enhance the image of the Brand Brand switching would increase significantly.

- b. Variable of X_2 gives a positive and significant effect, this is evidenced by the regression coefficient of 0.148 with a significance value of 0.034. t test between X_2 (Price) with Y (Brand switching) shows Sig t hitung = 0.034. Because Sig t value (0.034) $< \alpha = 0.05$ the influences of X_2 (Price) on Brand switching are significant. It means that H_0 rejected and H_1 accepted. It could be concluded that Brand switching could be influenced significantly by Price or by raising the Price Brand switching would significantly increase.
- c. Variable of X_3 gives a positive and significant effect, this is evidenced by the regression coefficient of 0.220 with a significance value of 0.004. t test between X_3 (Promotion) with Y (Brand switching) shows Sig t count = 0.004. Because Sig t value (0.004) $< \alpha = 0.05$. Influences of X_3 (Promotion) on Brand switching are significant. It means that H_0 rejected dan H_1 accepted. It could be concluded that Brand switching could be significantly affected by Promotion or by increasing the Promotion Brand switching would significantly increase.

From the overall results it can be concluded that the independent variables have a significant influence on brand switching simultaneously and partially. And from here it can be seen that the three independent variables were the most dominant influence on brand switching are the Promotion as it has a beta coefficient and highest t.

F. Discussion

1. Descriptive Analysis

a. Brand Image Variable (X_1)

Variables brand image consists of 4 indicators and 12 items statement. The first indicator relates to the recognition, consumers recognize the product used ($X_{1.1}$), follow other consumer ($X_{1.2}$), image and benefit gives value for the addition product ($X_{1.3}$). Second indicator of reputation, brand image is well known ($X_{1.4}$), the image of the product Previously known good ($X_{1.5}$), the reputation of the corporation and their product is good in citizens ($X_{1.6}$). The third indicator is affinity, consumer emotion has a relationship with the image of the product ($X_{1.7}$), interested with the brand image ($X_{1.8}$), product images known interesting to try ($X_{1.9}$), then last indicator of brand image is loyalty, stay loyal with the image of the products commonly ($X_{1.10}$), bad image of the product then the make the consumer switch to others ($X_{1.11}$), proud that with the current product being used ($X_{1.12}$). Explanation for each items as follows:

- 1) Customer recognized the product ($X_{1.1}$). Item of customer recognized the product get 48respondents who agreed and 20 respondents neutral with mean

indicator 3.97 from the respondent's total answer. Based on the result above, concluded that respondent mostly not really recognize with the SIM card used.

- 2) Following other users cause product well known ($X_{1.2}$). Item of customer following other users cause product well known get 75 respondents who agreed and with mean 4.13 from the respondent's total answer. Based on the result above, concluded that respondent mostly following others user to buy the same SIM card, it might customer asking one another about the product specifically.
- 3) Image and benefit give addition value for the product ($X_{1.3}$). Item of customer image and benefit give addition value for the product get 80 respondents who agreed and with mean 4.16 from the respondent's total answer. Based on the result above, concluded that respondent feels product image giving addition value to the customer and it might customer feels confident to use the product.
- 4) Brand image well known ($X_{1.4}$). Item of brand image well known get 82 respondents who agreed and with mean indicator 4.20 from the respondent's total answer, and this is become the highest mean among other items in brand image variable. Based on the result above, concluded that respondent mostly buy product based on the well known may best in signal and free content.
- 5) Image of the product well known previously ($X_{1.5}$). Item of image of the product well known previously get 83 respondents who agreed with mean indicator 4.11 from the respondent's total answer. Based on the result above,

concluded that respondent agreed with customer buy the SIM card based on product's image previously.

- 6) The reputation of the corporation and their product is good in citizens ($X_{1.6}$).

Item of the reputation of the corporation and their product is good in citizens get 81 respondents who agreed and with mean 4.10 from the respondent's total answer. Based on the result above, concluded that respondent is really think about the corporation's reputation in the public.

- 7) Consumer has emotion relationship with the image of the product ($X_{1.7}$). Item

of consumer has emotion relationship with the image of the product get 81 respondents who agreed with mean 4.17 from the respondent's total answer. Based on the result above, concluded that customer has special and emotional relation with the SIM card.

- 8) Interested with brand image ($X_{1.8}$). Item of interested with brand image get 48

respondents who agreed with mean 4.17 from the respondent's total answer. Based on the result above, concluded that there is an interesting feels to the brand image before customer buy the SIM card.

- 9) Product image known interesting to try ($X_{1.9}$). Item of product image is known

interesting to try get 79 respondents who agreed and with mean 4.18 from the respondent's total answer. Based on the result above, concluded that customer has interesting to product to try before customer really buy continuously.

- 10) Stay loyal with the image of the products commonly ($X_{1.10}$). Item of stay loyal

with the image of the products commonly get 77 respondents who agreed and

with mean 4.03 from the respondent's total answer. Based on the result above, concluded that there are many customers do not care about the SIM card or company's image, customer already feels comfort.

11) Bad image of the product then make consumer switch to others ($X_{1.11}$). Item of bad image of the product then make consumer switch to others get 48 respondents who agreed and 79 respondents neutral with mean 4.08 from the respondent's total answer. Based on the result above, concluded that customer also will switch to other if the product turn to be bad image commonly.

12) Proud with current product that being used ($X_{1.12}$). Item of proud with current product is being used get 80 respondents who agreed with mean 4.09 from the respondent's total answer. Based on the result above, concluded that some of customer proud with SIM card used it might company always keep reputation of the SIM card in public.

b. Price Variable (X2)

Regarding to the results of multiple regression, the price variable is positive and significant influence on brand switching variable at prime cellular card, though not dominant when compared with the other variables examined in the study. The price variable has 4 indicators and 12 items statement. The first indicator associated with the brand image is the price affordability, with the financial Appropriate ($X_{2.1}$), stability of product price ($X_{2.2}$), affordable product price ($X_{2.3}$). The next indicator is associated with the accordance of the price with the quality, balance between Price and product benefits ($X_{2.4}$), the price of the product with the quality Appropriate

(X_{2.5}), suitable between price and utility (X_{2.6}). The next indicator is price competitiveness, Consist of the price of the competitive product with others product (X_{2.7}), the price of the product covered with many gifts and free content (X_{2.8}), cheap but valuable for the consumer (X_{2.9}). last indicator of price are advantages of goods, the products provide special benefits for the consumer (X_{2.10}), special products has benefits for the consumer (X_{2.11}), many discounts and promotions (X_{2.12}). The results of this study concluded highest mean among the few items in the price variables many discounts and promotions (X_{2.12}). Explanation for every item as follows:

- 1) Appropriate price with the financial (X_{2.1}). Item of appropriate price with the financial is get 80 respondents who agreed with mean 4.11 from the respondent's total answer. Based on the result above, conclusion is customer mostly appropriate the SIM card price and credit with financial which SIM card has low cost in call, messages and internet.
- 2) Stability of product price (X_{2.2}). Item of appropriate price with the financial is get 78 respondents who agreed with mean 4.12 from the respondent's total answer. Based on the result above, conclusion is customer most likely considering about stability of credit purchases.
- 3) Product price affordable (X_{2.3}). Item of product price affordable is get 79 respondents who agreed with mean 4.09 from the respondent's total answer. Based on the result above, conclusion is customer considering about the affordable of SIM card price with signal strengthen.

- 4) Balance between Price and product benefit ($X_{2.4}$). Item of product price affordable is get 69 respondents who agreed with mean 3.99 from the respondent's total answer. Based on the result above, conclusion is customer look for the balance between price and SIM card used, some of customer enjoy the free call or free quota in limited time.
- 5) Product price appropriate with the quality ($X_{2.5}$). Item of product price affordable is get 75 respondents who agreed with mean 4.03 from the respondent's total answer. Based on the result above, conclusion is customer look for the balance between price and quality of signal in every region.
- 6) Suitable between price and utility ($X_{2.6}$). Item of suitable between price and utility is get 82 respondents who agreed with mean 4.10 from the respondent's total answer. Based on the result above, conclusion is customer appropriating the utility and SIM card and credit price. There are many different strengthen for every SIM card cellular and customer who understand it will use the right one.
- 7) Product price competitive with others product ($X_{2.7}$). Item of product price competitive with others product is get 77 respondents who agreed with mean 4.08 from the respondent's total answer. Based on the result above, conclusion is customer really care about the competitiveness of product price and compare it with others product.
- 8) Product price covered with many gift and free content ($X_{2.8}$). Item of product price covered with many gift and free content is get 80 respondents

who agreed with mean 4.12 from the respondent's total answer. Based on the result above, conclusion is customer feels lucky could get gift and free content for every credit purchases.

9) Cheap but valuable for consumer ($X_{2,9}$). Item of product price competitive with others product is get 83 respondents who agreed with mean 4.19 from the respondent's total answer. Based on the result above, conclusion is even tough customer get the SIM card/credit purchases with low cost but the product has high value for customer.

10) Right product for appropriate the advantages ($X_{2,10}$). Item of right product for appropriate the advantages is get 78 respondents who agreed with mean 4.13 from the respondent's total answer. Based on the result above, conclusion is most costumers never thought for every purchase the product give special advantages, then make customer do the credit purchases.

11) Product has special benefit for the customer ($X_{2,11}$). Item of product has special benefit for the customer is get 72 respondents who agreed with mean 4.11 from the respondent's total answer. Based on the result above, conclusion is most costumers never thought for every purchase the product give special benefit.

12) Many discounts and promos ($X_{2,12}$). Item of the product provides special benefit for the consumer is get 78 respondents who agreed with mean 4.31 from the respondent's total answer. Based on the result above, conclusion is

customer consider about the purchases, when company has discount and promo followed most purchases.

c. Promotion Variables (X3)

According to the results of multiple regression, variable promotion of a positive and significant effect on brand switching variable on the mobile SIM Card. Even the results of research revealed that the promotion variable is the most dominant variable in affecting brand switching the mobile SIM Card. Promotion has 3 indicator variables and 10 items. The first indicator variable is a promotional advertising, informative advertising ($X_{3,1}$), persuasive advertising ($X_{3,2}$), remembering advertising ($X_{3,3}$), Strengthen advertising ($X_{3,4}$). The next indicator is sales promotion, Coupon ($X_{3,5}$), point of purchase ($X_{3,6}$), gift ($X_{3,7}$). The last Indicator in the promotion variable are personal selling, presentation ($X_{3,8}$), answer the question ($X_{3,9}$) messages directly ($X_{3,10}$). Explanation about every item as follows:

- 1) Informative advertising ($X_{3,1}$). Item of informative advertising is get 79 respondents who agreed with mean 4.19 from the respondent's total answer. Based on the result above, conclusion is admitting the advertising such as informative advertising.
- 2) Persuasive advertising ($X_{3,2}$). Item of persuasive advertising is get 81 respondents who agreed with mean 4.19 from the respondent's total answer. Based on the result above, conclusion is customer persuaded by the advertising then make customer buy product and continuously. Several SIM

card companies in Indonesia seem competition to entertain, joke, and sometimes insult one another in advertising.

- 3) Remembering advertising ($X_{3.3}$). Item of remembering advertising is get 82 respondents who agreed with mean 4.19 from the respondent's total answer.

Based on the result above, conclusion is customer always watching, reading and listening the SIM card advertising everyday in television, billboard, radio and newspaper.

- 4) Strengthen advertising ($X_{3.4}$). Item of strengthen advertising is get 78 respondents who agreed with mean 4.11 from the respondent's total answer.

Based on the result above, conclusion is besides always watch, reading and listening. SIM card cellular advertising also strengthen the tagline that make customer more believe.

- 5) Coupon ($X_{3.5}$). Item of coupon is get 81 respondents who agreed with mean 4.08 from the respondent's total answer. Based on the result above, conclusion is customer had ever received coupon to voting and get gift from the company.

- 6) Point of purchase ($X_{3.6}$). Item of point of purchase is get 83 respondents who agreed with mean 4.07 from the respondent's total answer. Based on the result above, some of SIM card cellular in Indonesia has characteristic always give a point of purchase to charge with some rewards.

- 7) Gift ($X_{3.7}$). Item of gift is get 77 respondents who agreed with mean 3.98 from the respondent's total answer. Based on the result above, conclusion is every

SIM card cellular companies had different ways to give rewards for customer, and respondent mostly got it.

8) Presentation ($X_{3,8}$). Item of presentation is get 76 respondents who agreed with mean 4.00 from the respondent's total answer. Based on the result above, conclusion is most of respondent had met SPG/SPB and get presented about the product specifically.

9) Answer the question ($X_{3,9}$). Item of answer the question is get 78 respondents who agreed with mean 4.02 from the respondent's total answer. Based on the result above, respondent mostly already called SIM card operator to ask something might trouble or information.

10) Messages Directly ($X_{3,10}$). Item of answer the question is get 83 respondents who agreed with mean 4.01 from the respondent's total answer. Based on the result above, SIM card operator may often to send messages contained information and promos. It concluded in advertising because it is like remembering customer.

2. Result of Hypothesis Testing

a. Influence of Brand Image on Brand Switching

Results of multiple regression analysis showed that there is positive and significant influence between brand image variable on brand switching the SIM Card phone cellular. Variables that influence the brand image is quite large though not dominant variables on brand switching SIM Card cell, presumably because of the strong attraction of the variables in terms of brand image aspects of the product and

the company are considered by consumers to switch brands in the mobile SIM Card. Brand image variable consists of 4 indicators and 12 items statement. The first indicator relates to the recognition, consumers recognize the product is used ($X_{1.1}$), follow other consumer ($X_{1.2}$), image and benefit gives value for the addition product ($X_{1.3}$). Second indicator of reputation, brand image is well known ($X_{1.4}$), the image of the product Previously well known ($X_{1.5}$), the reputation of the corporation and their product is good in citizens ($X_{1.6}$). The third indicator is affinity, consumer emotion has a relationship with the image of the product ($X_{1.7}$), interested with the brand image ($X_{1.8}$), product images known interesting to try ($X_{1.9}$), then last indicator of brand image is loyalty, stay loyal with the image of the products commonly ($X_{1.10}$), bad image of the product then the make the consumer switch to others ($X_{1.11}$), proud that with the current product being used ($X_{1.12}$). The results obtained from the respondents to the statements in the brand image variable (X_1), there are items that have the highest mean value. These items are ($X_{1.4}$) on the image of the product is well known previously. Brand image also could become position of the brand, according to Simamora (2003:47), brand image is a several truth about the brand, requirements of the strong brand is brand image. Brand image become very important thing according to Sumarwan (2004:303), brand is important identity for the product, brand images which commonly long time known by the consumer had become an image even symbol for the product. It is not surprised if brand as a value to evaluate the product. Brand image has also positive useful according to Sutisna (2001:83) as follow:

1. Consumer with positive images on a brand, prefer to do the purchases.
2. Company could develop the product by advantages of previous product which well known for long time ago.

Several reasons that cause brand image influence on brand switching are because the consumers know the product has a good image, dependable and give evidence as it is promised. Consumers are knew the reputation of the product and the company that has a good track record, providing what the consumer want and need. Consumers are certainly interested with the image of the company's product that can satisfy them.

b. Influence of Price Variable on Brand Switching

Regarding to the results of multiple regression, the price variable is positive and significant influence on brand switching variable at prime cellular card, though not dominant when compared with the other variables examined in the study. The price variable has 4 indicators and 12 items statement. The first indicator associated with the brand image is the price affordability, with the financial Appropriate ($X_{2.1}$), stability of product price ($X_{2.2}$), affordable product price ($X_{2.3}$). The next indicator is associated with the price with the quality, balance between Price and product benefits ($X_{2.4}$), the price of the product with the quality Appropriate ($X_{2.5}$), suitable between price and utility ($X_{2.6}$). The next indicator is price competitiveness, Consist of the price of the competitive product with others product ($X_{2.7}$), the price of the product covered with many gifts and free content ($X_{2.8}$), cheap but valuable for the consumer

(X_{2.9}). last indicator of price are advantages of goods, the products provide special benefits for the consumer (X_{2.10}), special products has benefits for the consumer (X_{2.11}), many discounts and promotions (X_{2.12}). The results of this study concluded highest mean among the few items in the price variables many discounts and promotions (X_{2.12}). Conclusions from the discussion above in accordance with the relevance results of previous research conducted by Ribhan (2006), the effect of the price variable is positive and significant impact on brand switching variable items (X_{2.12}). This research contradicted with Nurmawati (2009) research result which said that financial condition has no significant effect on brand switching. Price also communicates the value of the intended position of the company to the market of the product and the brand. Pricing is a critical point in the marketing mix because it determines the price and income of a business venture. According to Kotler (2005: 139), the price is one of the elements of the marketing mix that generates revenue, the other elements produce costs. In this research, price has a significant influence on brand switching because the consumer get the balance between the price and the quality of the product, so that consumer feel they get more benefit than the price of the product which relatively cheap and suitable with the economic condition of the consumer. Generally, consumers are very sensitive to price. Therefore, many consumers begin to compare the price of the products and prefer to the products that have a stable and cheap price that offers more features than other products.

c. Influence of Promotion Variable on Brand Switching

According to the result of multiple analysis regression, promotion variable has positive and significant effect on brand switching variable on the mobile SIM Card. Even the results of research revealed that the promotion variable is the most dominant variable in affecting brand switching the mobile SIM Card. Promotion has 3 indicator variables and 10 items. The first indicator variable is a promotional advertising, informative advertising ($X_{3.1}$), persuasive advertising ($X_{3.2}$), remembering advertising ($X_{3.3}$), Strengthen advertising ($X_{3.4}$). The next indicator is sales promotion, Coupon ($X_{3.5}$), point of purchase ($X_{3.6}$), gift ($X_{3.7}$). The last Indicator in the promotion variable are personal selling, presentation ($X_{3.8}$), answer the question ($X_{3.9}$) messages directly ($X_{3.10}$). of research results in the promotion variables are items that have the highest mean item persuasive advertising ($X_{3.1}$) where there is a theory that justifies this support, according Swastha (2002: 237), promotion is the information flow in one direction or persuasion made to direct a person or organization to act that created the exchange in marketing. In addition, the promotion is also the all types of marketing activities are intended to stimulate demand. This research is contradicted to the results of researchers from Nurmawati (2009) who said promotion factor has no significant effect on brand switching on switching on shampoo brand purchasing. This research support with Ribhan (2006) research result said that promotion has positively influence directly on brand switching. According to Nagar and Komal (10:2009) promotion have more influence on the brand switchers as compared to loyal consumer, also among the various forms of consumers sales promotions, free gifts

have more influence on the brand switching behavior of the consumers. Promotion has significant and the most dominant influence on brand switching in this research. Promotion reasons has significant influence on brand switching are consumer obtained the information and interesting advertising about the superiority of the product, consumer attracted with sales promotion such as free short messages service (SMS), additional internet quota and free of charge phone calls in specified time and it triggered the consumer to switch to other products.



CHAPTER V

CLOSING

A. Conclusion

This research was conducted to determine which are the variables that have an influence on brand switching. In this research the independent variables are variable Brand image (X1), Price (X2), and Promotion (X3) while the dependent variable used is Brand switching (Y).

Based on the calculation of multiple linear regression analysis, it could be seen bellow:

1. Brand Image, Price and Promotion has simultaneously influence on Brand Switching based on the F-test. From the results of multiple linear regression analysis obtained value Sig F as big as 0.000, in which Sig F < significant level 0,05, It means that H_0 rejected and H_1 accepted. Based on the results of the t-test showed that the promotion has a highest t value, Promotion reasons has significant and most dominant influence on brand switching are consumer obtained the information and interesting advertising about the superiority of the product, consumer attracted with sales promotion such as free short messages service (SMS), additional internet quota and free of charge phone calls in specified time and it triggered the consumer to switch to other products.
2. Brand image (X1) has a significant influence on brand switching because it has sig. < 0.05

3. Price (X2) has a significant influence on brand switching because it has sig. < 0.05
4. Promotion (X3) has a significant influence on brand switching because it has sig. < 0.05

B. Suggestion

Based on the conclusion above, it can be argued that some of the suggestions are expected to be beneficial for the company as well as for other parties. The advice given, among other things:

1. It is expected that the company could maintain and improve the quality of the Promotion, because Promotion variable has a dominant influence in affecting brand switching, among which the modern way of promotion that always makes the consumer more believe that the product is the best ever and promotion could attract the consumer's emotional to buy the product.
2. The independent variable in this study is very important in affecting Brand Switching. Expected results of this study could serve as a basis for further research to develop this research by considering other variables besides several variables included in this research. Suggestion variables from the researcher for next variables to researched related to brand switching are Quality, place and packaging design.

References

- Aaker, David A, 1996, *Managing Brand Equity, Capitalizing on the Value of a Brand Name*, The Free Press: New York.
- Arikunto, Suharsimi. 2006. *Prosedur Penelitian Suatu Pendekatan Praktek*. Edisi Revisi. Jakarta: PT. Rineka Cipta
- _____, 1996, *Building Strong Brands 1 st ed.*, The Free Press: New York.
- Alma, Buchari. 2005. *Manajemen Pemasaran Dan Pemasaran Jasa*, Edisi Revisi Alfaberta, Bandung
- Baker, j. Michael, 1991, *Marketing*, fifth edition, Macmillan
- Chintagunta, Pradeep K, 1999, "Variety Seeking, Purchase Timing, and The Lightning Bolt Brand Choice Model," *Management Science*, Vol. 45, No.4, April, 486-498
- Doyle, peter, 1990, *Building Successful Brands: The Strategic Options*, "Journal of Consumer Marketing", Spring, vol.7
- Dodson, Joe A; Alice M Tybot, and Brian Strenthal, 1986, "Impact of Deals and Deal Retraction on Brand Switching," *Journal of Marketing Research*, ABI/INFORM Archive Complete
- Dwyer, F. Robert, 2002, *Business Marketing: Connecting Strategy, Relationship, and Learning Second Edition*, Mcgraw-hill, New York.
- Emiri, Dedi, 2011, *Analisis Pengaruh Citra Merek, Ketersediaan Produk, Harga, Dan Coverage Terhadap Brand Switching, Studi Kasus Pada Pengguna Simcard Simpati Di Kota Semarang*, Jurusan Manajemen Fakultas Ekonomika dan Bisnis Universitas Diponegoro, Semarang.
- Evans, joel R., Berman Barry, 1997, *Marketing*, Seventh Edition, Prentice Hall
- Ghozali Imam, 2006, *Aplikasi Analisis Multivariate dengan Program SPSS*, cetakan IV, Universitas Diponegoro, Semarang.
- Givon, Moshe, 2001, "Variety Seeking Through Brand Switching," *Marketing Science*, Vol.3, No.1, Winter, 1-22
- Grover, Rajiv. Srinivasan V. 1993. Evaluating The Multiple Effects Of Retail Promotions On Brand Loyal And Brand Switching Segments

Hanlon, J. F. 1984. *Handbook of Package Engineering*, 2nd ed. McGraw-Hill, New York.

_____ 2006, *Pemasaran Jasa*, Bayumedia Publishing, Malang

_____ 2008, *Pemasaran Strategic*, Andi offset, Yogyakarta

Lembang, Dua Rosvita, 2010, *Analisis Pengaruh Kualitas Produk, Harga, Promosi, Dan Cuaca Terhadap Keputusan Pembelian Teh Siap Minum Dalam Kemasan Merek Teh Botol Sosro, Studi Kasus Pada Mahasiswa Fakultas Ekonomi S1 Reguler Ii*, Universitas Diponegoro, Semarang

Keaveney, Susan M, 1995, "Customer Switching Behavior in Service Industries: An Exploratory Study," *Journal of Marketing*, Vol.59, April, 71-82

Kothari, C.R. 2004. *Research Methodology Methods and Techniques (Second Revised Edition)*. New Delhi: New Age International Publishers

Kotler, Philip, 1997, *Marketing Management: Analysis, Planning, Implementation, and Control*, 9th Ed., Englewood Cliffs, NJ: Prentice Hall, Inc.

_____ 2000. *Marketing Management*, Prentice-Hall, Upper Saddle River, New Jersey.

_____ 2007, *Majamenen Pemasaran*, edisi kedua belas, jilid 1, indeks, Jakarta

Kotler, Philip, Gary Amstrong. 2001. *Prinsip-prinsip pemasaran*. Jilid 1. Erlangga, Jakarta.

Kotler, Philip, Gary Armstrong. (2006). *Principles of Marketing*. 11th Edition. New Jersey: Prentice Hall. Pearson Education, Inc., Upper Saddle River, New Jersey.

Kotler, Philip; Armstrong, Garry, 2008. *Prinsip-prinsip Pemasaran*, Jilid 1, Erlangga, Jakarta.

_____, 1990, *Marketing an Introduction*, second edition, Prentice-Hall International, inc

Kotler & Keller, Kevin Lane, 2007, *Marketing Management*, Edisi Kedua Belas, Jilid 1, PT. Indeks, Jakarta

Malhotra, Naresh K., *Riset Pemasaran Pendekatan Terapan*, edisi keempat, jilid 2, PT indeks kelompok Gramedia, Jakarta.

Mazursky, David; Priscillia LaBarbera; Al Aileo, 1998, "When Consumers Switch Brand," *Psychology and Marketing*, ABI/INFORM Archive Complete

Indriantoro, nur dan Bambang Supomo, 2002, *Metode Penelitian Bisnis*, edisi pertama, BPFE, Yogyakarta.

Nilasari, Debora Ratna, 2012, *Analisis Pengaruh Ketidakpuasan Konsumen, Harga dan Kebutuhan Mencari Variasi terhadap Perpindahan Merek Sabun Lifebuoy di Semarang*, Jurnal Manajemen, Jurusan Manajemen Fakultas Ekonomika dan Bisnis Universitas Diponegoro, Semarang.

Ribhan , 2006, Faktor-Faktor Yang Mempengaruhi Brand Switching Pada Pengguna SIM card Di Fakultas Ekonomi Universitas Lampung

Rangkuti, Freddy. 2004. *The Power of Brand*. PT Gramedia Pustaka Utama : Jakarta

Simamora, Bilson. 2004. *Panduan Riset Perilaku Konsumen*. PT Gramedia Pustaka Utama. Jakarta

Singarimbun, Masri dan Effendi, 2006, *Metode Penelitian Survey*, edisi revisi, PT pustaka LP3ES, Jakart

Schiffman, Leon G dan Leslie L. Kanuk. 2007. *Perilaku Konsumen*. Jakarta: Indeks.

Sekaran, Uma, 2006, *Metode Penelitian untuk Bisnis*, buku 2, edisi 4, salemba empat, Jakarta.

Sritua, Arief. 2002. *Metodologi Penelitian Ekonomi*, UIP, Penerbit Universitas Indonesia, Jakarta.

Susanto, T. dan N. Sucipta. 1994. *Teknologi Pengemasan Bahan Pangan*. CV. Family. Blitar

Sumarwan, Ujang, 2004, *Perilaku Konsumen, Teori Dan Penerapannya Dalam Pemasaran*, Ghalia Indonesia, Bogor

Sutisna, Teddy pawitra, 2001, *Perilaku Konsuen Dan Komunikasi Pemasaran*, PT. Remaja Reosdakarya, Bandung

Stanton, William J. 1998. *Prinsip Pemasaran*, Jilid 1, Edisi 7, Erlangga, Jakarta

Sun, Baohong, Nesling Scott .A, Srinivsan, Kannan. 2003. Measuring The Impact Of Promotions On Brand Switching When Consumers Are Forward Looking. American Marketing Association. Source: Journal Of Marketing Research

Swastha, Basu. 2002. *Azaz-azaz marketing*. Liberty. Yogyakarta

Swastha, Basu, Irawan. 2005. *Manajemen Pemasaran Modern*, Liberty, Yogyakarta

Tjiptono, Fandy. 2004, *Strategi Bisnis*, Andi offset, Yogayakarta

Wahid Sulaiman, 2004, *Analisis-Analisis Regresi menggunakan SPSS*, Yogyakarta , ANDI.

Source: <http://www.topbrand-award.com> (2011)



Lampiran 1

DEPARTEMEN PENDIDIKAN NASIONAL

FAKULTAS ILMU ADMINISTRASI UNIVERSITAS BRAWIJAYA

JL. Mayjen Haryono 165 Malang



KUESIONER

Penelitian skripsi tentang :

THE INFLUENCE OF BRAND IMAGE, PRICE, AND PROMOTION ON BRAND SWITCHING

Assalamualaikum Wr. Wb.

Responden yang terhormat,

Dalam rangka penelitian skripsi saya yang berjudul “ The Influence of Brand image, Price, and Promotion on Brand switching “, saya mohon kesediaan anda untuk mengisi kuesioner berikut sebagai sarana dalam penyusunan skripsi saya. Untuk itu, saya mohon kesediaan anda untuk menjawab pertanyaan-pertanyaan yang ada pada lembar kuesioner ini dengan benar dengan cara :

- Menulis jawaban dalam ruang yang tersedia
- Memilih jawaban dengan cara menyilang (X) atau memberi tanda centang (√) sesuai dengan pilihan jawaban yang tersedia.

Atas bantuan dan kerja samanya kami ucapkan terimakasih.

Peneliti

(Adi cahyono)

Mohon diisi secara benar hal-hal dibawah ini :

IDENTITAS RESPONDEN

1. Jenis kelamin : L / P
2. Angkatan : 2013
3. Jurusan : Bisnis
4. Berapa jumlah uang yang anda pakai untuk membeli pulsa dalam sebulan ?

- a. < RP 50.000
- b. RP 50.000 – 150.000
- c. > RP 150.000

5. Apakah anda pernah berganti merek kartu perdana telepon seluler ?

- a. Pernah
- b. Tidak pernah

6. Jika iya, apa kartu perdana selular anda sebelumnya ?

- a. TELKOMSEL (SIMPATI, AS, HALO)
- b. INDOSAT (IM3, MENTARI)
- c. XL (XL, AXIS)
- d. 3
- e. Kartu lain (sebutkan)

7. Apa kartu perdana selular anda saat ini ?

- a. IM3
- b. SIMPATI
- c. XL
- d. AXIS
- e. Operator lain (sebutkan)

8. Berapa banyak kartu selular yang anda pakai sekarang ?

- a. 1
- b. 2
- c. 3
- d. 4

9. Apa alasan anda untuk berpindah ke kartu selular lain ?

- a. Mereknya terkenal bagus
- b. Harganya murah dengan banyak fitur
- c. Promosinya menarik
- d. Lain-lain (sebutkan).....



PERNYATAAN

Dalam daftar pernyataan berikut, skor untuk tiap jawaban variabel independent yang yaitu :

Sangat Tidak Setuju (STS) : 1

Tidak Setuju (TS) : 2

Ragu-Ragu (RG) : 3

Setuju (S) : 4

Sangat setuju (SS) : 5

Pilihlah jawaban anda dengan memberi tanda silang (X) pada pilihan jawaban yang tersedia.

Semua pernyataan berikut adalah produk yang sedang anda gunakan saat ini.

BRAND IMAGE

No.	Pernyataan	STS	TS	RG	S	SS
		1	2	3	4	5
1.	Saya mengenali betul kartu seluler yang saya gunakan.					
2.	Saya memakai kartu seluler yang banyak digunakan juga oleh orang lain.					
3.	Saya mendapatkan nilai lebih dari citra kartu seluler yang saya gunakan.					
4.	Saya menggunakan kartu seluler yang memiliki citra bagus saat ini.					
5.	Saya menggunakan kartu seluler yang citranya terkenal bagus dari dulu sampai sekarang.					
6.	Saya menggunakan kartu seluler yang dikenal reputasinya bagus di masyarakat.					
7.	Saya memiliki ketertarikan emosional dengan kartu seluler yang saya gunakan.					

No.	Pernyataan	STS	TS	RG	S	SS
		1	2	3	4	5
8.	Saya tertarik mencoba kartu seluler yang saya gunakan sekarang karena citra produknya.					
9.	Saya mencoba karena kartu seluler yang saya gunakan sekarang karena menarik untuk dicoba					
10.	Saya tetap setia menggunakan kartu seluler yang saya pakai dengan kondisi citra produk yang sedang turun.					
11.	Citra kartu seluler yang saya gunakan sebelumnya buruk sehingga saya pindah ke kartu seluler yang sekarang.					
12.	Saya bangga dengan citra kartu seluler yang saya gunakan.					

PRICE

No.	Pernyataan	STS	TS	RG	S	SS
		1	2	3	4	5
1.	Saya menggunakan kartu seluler yang sesuai dengan kondisi keuangan.					
2.	Saya menggunakan kartu seluler yang harganya stabil.					
3.	Saya menggunakan kartu seluler yang harganya terjangkau.					
4.	Saya menggunakan kartu seluler yang sesuai antara harga dan layanan yang ditawarkan.					
5.	Saya menggunakan kartu seluler yang sesuai antara harga dan kualitasnya.					
6.	Saya menggunakan kartu seluler yang sesuai antara harga dan kebutuhan.					
7.	Saya menggunakan kartu seluler yang harganya kompetitif dengan kartu seluler lain.					

No.	Pernyataan	STS	TS	RG	S	SS
		1	2	3	4	5
8.	Saya menggunakan kartu seluler yang memberikan banyak konten gratis.					
9.	Saya menggunakan kartu seluler yang sangat bernilai bagi saya.					
10.	Saya menggunakan kartu seluler yang sesuai dengan manfaat yang saya dapatkan dari produk.					
11.	Saya mendapatkan keuntungan khusus dari harga kartu seluler yang saya gunakan.					
12.	Saya sering mendapatkan tawaran promo harga dari kartu seluler yang saya gunakan.					

PROMOTION

No.	Pernyataan	STS	TS	RG	S	SS
		1	2	3	4	5
1.	Saya sering mendapatkan informasi terbaru dari kartu seluler yang saya dapatkan.					
2.	Saya menggunakan kartu seluler yang menawarkan konten lebih dari kartu seluler lain.					
3.	Saya selalu ingat dengan pesan dan kesan dalam iklan kartu seluler yang saya gunakan.					
4.	Saya menggunakan kartu seluler yang selalu meyakinkan bahwa kartu seluler yang saya gunakan adalah yang terbaik.					
5.	Saya sering mendapatkan kupon untuk mendapatkan hadiah dari kartu seluler yang saya gunakan.					
6.	Saya selalu mendapatkan point pada setiap kali pembelian pulsa dari kartu seluler yang saya gunakan.					

No.	Pernyataan	STS	TS	RG	S	SS
		1	2	3	4	5
8.	Saya sering mendengarkan presentasi atau semacam penjelasan dari SPG/SPB dari provider kartu seluler yang saya gunakan.					
9.	Setiap menghubungi operator, Saya selalu mendapatkan jawaban dari operator kartu seluler yang saya gunakan.					
10.	Saya sering mendapatkan pesan berupa sms dari operator seluler.					

Dalam daftar pernyataan berikut, skor untuk tiap jawaban variabel dependent yang yaitu :

Sangat Tidak Setuju (STS) : 5

Tidak Setuju (TS) : 4

Ragu-Ragu (RG) : 3

Setuju (S) : 2

Sangat setuju (SS) : 1

Pilihlah jawaban anda dengan memberi tanda silang (X) pada pilihan jawaban yang tersedia

Dibawah ini:

BRAND SWITCHING

No.	Pernyataan	STS	TS	RG	S	SS
		5	4	3	2	1
1.	Saya mencari kualitas kartu seluler sehingga saya beralih ke berbagai kartu seluler yang lain.					
2.	Saya beralih ke kartu seluler yang saya gunakan sekarang karena kartu seluler yang sebelumnya tidak					

	memuaskan.					
No.	Pertanyaan	STS	TS	RG	S	S
		5	4	3	2	1
3.	Saya beralih ke kartu seluler yang saya anggap kualitasnya jauh lebih tinggi.					
4.	Saya beralih ke kartu seluler lain karena Keinginan mencoba kartu seluler lain disebabkan banyaknya pilihan kartu seluler yang baru.					
5.	Saya beralih ke kartu seluler yang sekarang karena harganya sesuai dengan kualitasnya.					
6.	Saya beralih ke kartu seluler yang sekarang karena kartu seluler sebelumnya semakin mahal/ tidak sesuai dengan ekonomi.					

Terima kasih ...

No.	Jenis kelamin	Angkatan	Jurusan	Pembelian pulsa perbulan	Pernah berganti SIM card	SIM card lama	SIM card sekarang	Jumlah SIM card yang sedang digunakan	Alasan beralih ke SIM card lain
1	L	2013	Bisnis	< 50.000	Pernah	Telkomsel	Indosat	1	Mereknya bagus
2	L	2013	Bisnis	50.000 > 150.000	Pernah	indosat	Telkomsel	1	Mereknya bagus
3	L	2013	Bisnis	< 50.000	Pernah	XI	Indosat	1	Mereknya bagus
4	L	2013	Bisnis	< 50.000	Pernah	XI	Telkomsel	1	Mereknya bagus
5	L	2013	Bisnis	50.000 > 150.000	Pernah	Telkomsel	Indosat	1	Mereknya bagus
6	L	2013	Bisnis	< 50.000	Pernah	Telkomsel	Indosat	1	Harga produk
7	L	2013	Bisnis	50.000 > 150.000	Pernah	Telkomsel	Indosat	1	Harga produk
8	L	2013	Bisnis	50.000 > 150.000	Pernah	Telkomsel	Smartfren	1	Promosinya bagus
9	L	2013	Bisnis	50.000 > 150.000	Pernah	Telkomsel	Smartfren	1	Mereknya bagus
10	L	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	Telkomsel	2	Promosinya bagus
11	L	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	Telkomsel	2	Promosinya bagus
12	L	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	Telkomsel	1	Mereknya bagus
13	L	2013	Bisnis	< 50.000	Pernah	Indosat	XI	1	Promosinya bagus
14	L	2013	Bisnis	< 50.000	Pernah	Indosat	Telkomsel	1	Promosinya bagus
15	L	2013	Bisnis	< 50.000	Pernah	XI	Smartfren	1	Harga produk
16	L	2013	Bisnis	< 50.000	Pernah	XI	Telkomsel	1	Promosinya bagus
17	L	2013	Bisnis	< 50.000	Pernah	XI	Telkomsel	1	Harga produk
18	L	2013	Bisnis	< 50.000	Pernah	Indosat	Telkomsel	1	Harga produk
19	L	2013	Bisnis	< 50.000	Pernah	XI	Telkomsel	1	Mereknya bagus
20	L	2013	Bisnis	< 50.000	Pernah	Telkomsel	Indosat	2	Harga produk
21	L	2013	Bisnis	> 150.000	Pernah	Indosat	Telkomsel	2	Mereknya bagus
22	L	2013	Bisnis	50.000 > 150.000	Pernah	Smart fren	Indosat	2	Harga produk
23	L	2013	Bisnis	> 150.000	Pernah	Indosat	Telkomsel	1	Mereknya bagus
24	L	2013	Bisnis	> 150.000	Pernah	XI	Telkomsel	1	Mereknya bagus
25	L	2013	Bisnis	50.000 >	Pernah	smart fren	Telkomsel	1	Mereknya bagus
26	L	2013	Bisnis	50.000 >	Pernah	telkomsel	Indosat	1	Ganti nomer cantik

No.	Jenis kelamin	Angkatan	Jurusan	Pembelian pulsa perbulan	Pernah berganti SIM card	SIM card lama	SIM card sekarang	Jumlah SIM card yang sedang digunakan	Alasan beralih ke SIM card lain
27	L	2013	Bisnis	> 150.000	Pernah	XI	Indosat	1	Mereknya bagus
28	L	2013	Bisnis	50.000 >	Pernah	Indosat	XI	1	Bosan dengan nomer hp
29	L	2013	Bisnis	> 150.000	Pernah	Indosat	XI	1	Harga produk
30	L	2013	Bisnis	> 150.000	Pernah	smart fren	Indosat	1	Mereknya bagus
31	L	2013	Bisnis	> 150.000	Pernah	XI	Indosat	1	Promosinya bagus
32	L	2013	Bisnis	> 150.000	Pernah	Indosat	XI	1	Harga produk
33	L	2013	Bisnis	> 150.000	Pernah	Smart fren	Indosat	2	Mereknya bagus
34	L	2013	Bisnis	> 150.000	Pernah	XI	Indosat	1	Promosinya bagus
35	L	2013	Bisnis	50.000 > 150.000	Pernah	Telkomsel	Indosat	2	Mereknya bagus
36	L	2013	Bisnis	> 150.000	Pernah	Indosat	XI	1	Kartu yang lama rusak
37	L	2013	Bisnis	> 150.000	Pernah	Indosat	XI	1	Mereknya bagus
38	L	2013	Bisnis	< 50.000	Pernah	XI	Smartfren	1	Mereknya bagus
39	P	2013	Bisnis	50.000 > 150.000	Pernah	telkomsel	Indosat	1	Promosinya bagus
40	P	2013	Bisnis	< 50.000	Pernah	Esia	Indosat	1	Harga produk
41	P	2013	Bisnis	50.000 > 150.000	Pernah	XI	Smartfren	1	Harga produk
42	P	2013	Bisnis	50.000 > 150.000	Pernah	Smart fren	XI	1	Harga produk
43	P	2013	Bisnis	< 50.000	Pernah	Indosat	XI	2	Promosinya bagus
44	P	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	XI	1	Mereknya bagus
45	P	2013	Bisnis	< 50.000	Pernah	XI	Smartfren	1	Promosinya bagus
46	P	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	XI	1	Promosinya bagus
47	P	2013	Bisnis	50.000 > 150.000	Pernah	XI	Esia	1	Promosinya bagus
48	P	2013	Bisnis	< 50.000	Pernah	Telkomsel	Indosat	1	Mereknya bagus
49	P	2013	Bisnis	50.000 > 150.000	Pernah	XI	Indosat	1	Promosinya bagus
50	P	2013	Bisnis	50.000 > 150.000	Pernah	XI	Indosat	1	Harga produk
51	P	2013	Bisnis	> 150.000	Pernah	Telkomsel	XI	1	Harga produk
52	P	2013	Bisnis	50.000 > 150.000	Pernah	XI	Telkomsel	1	Harga produk

No.	Jenis kelamin	Angkatan	Jurusan	Pembelian pulsa perbulan	Pernah berganti SIM card	SIM card lama	SIM card sekarang	Jumlah SIM card yang sedang digunakan	Alasan beralih ke SIM card lain
53	P	2013	Bisnis	> 150.000	Pernah	Esia	Telkomsel	1	Promosinya bagus
54	P	2013	Bisnis	50.000 > 150.000	Pernah	Telkomsel	XI	1	Mereknya bagus
55	P	2013	Bisnis	> 150.000	Pernah	XI	Telkomsel	1	Mereknya bagus
56	P	2013	Bisnis	50.000 > 150.000	Pernah	Telkomsel	Indosat	2	Promosinya bagus
57	P	2013	Bisnis	50.000 > 150.000	Pernah	Telkomsel	Indosat	1	Promosinya bagus
58	P	2013	Bisnis	50.000 > 150.000	Pernah	XI	Indosat	1	Mereknya bagus
59	P	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	Telkomsel	1	Promosinya bagus
60	P	2013	Bisnis	50.000 > 150.000	Pernah	XI	Telkomsel	1	Harga produk
61	P	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	Telkomsel	2	Promosinya bagus
62	P	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	Telkomsel	2	Promosinya bagus
63	P	2013	Bisnis	> 150.000	Pernah	Indosat	Telkomsel	1	Harga produk
64	P	2013	Bisnis	50.000 > 150.000	Pernah	XI	Indosat	2	Harga produk
65	P	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	XI	1	Promosinya bagus
66	P	2013	Bisnis	50.000 > 150.000	Pernah	XI	Smartfren	1	Promosinya bagus
67	P	2013	Bisnis	50.000 > 150.000	Pernah	Smart fren	XI	1	Promosinya bagus
68	P	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	XI	1	Harga produk
69	P	2013	Bisnis	> 150.000	Pernah	Indosat	XI	1	Harga produk
70	P	2013	Bisnis	> 150.000	Pernah	XI	Esia	1	Harga produk
71	P	2013	Bisnis	< 50.000	Pernah	Telkomsel	XI	1	Promosinya bagus
72	P	2013	Bisnis	50.000 > 150.000	Pernah	Telkomsel	XI	1	Harga produk
73	P	2013	Bisnis	50.000 > 150.000	Pernah	Esia	Indosat	3	Promosinya bagus
74	P	2013	Bisnis	50.000 > 150.000	Pernah	Esia	Indosat	1	Promosinya bagus
75	P	2013	Bisnis	> 150.000	Pernah	Indosat	XI	3	Harga produk
76	P	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	Telkomsel	1	Harga produk
77	P	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	Telkomsel	3	Harga produk
78	P	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	XI	1	Harga produk

No.	Jenis kelamin	Angkatan	Jurusan	Pembelian pulsa perbulan	Pernah berganti SIM card	SIM card lama	SIM card sekarang	Jumlah SIM card yang sedang digunakan	Alasan beralih ke SIM card lain
79	P	2013	Bisnis	50.000 > 150.000	Pernah	Indosat	Xl	3	Harga produk
80	P	2013	Bisnis	50.000 > 150.000	Pernah	Xl	Indosat	3	Harga produk
81	P	2013	Bisnis	50.000 > 150.000	Pernah	Telkomsel	Indosat	3	Promosinya bagus
82	P	2013	Bisnis	50.000 > 150.000	Pernah	Xl	Indosat	1	Promosinya bagus
83	P	2013	Bisnis	> 150.000	Pernah	Indosat	Xl	3	Promosinya bagus
84	P	2013	Bisnis	< 50.000	Pernah	Xl	Indosat	1	Promosinya bagus
85	P	2013	Bisnis	< 50.000	Pernah	Xl	Esia	3	Promosinya bagus
86	P	2013	Bisnis	< 50.000	Pernah	Telkomsel	Indosat	1	Promosinya bagus
87	P	2013	Bisnis	< 50.000	Pernah	Telkomsel	Indosat	3	Promosinya bagus
88	P	2013	Bisnis	> 150.000	Pernah	Telkomsel	Indosat	3	Promosinya bagus
89	P	2013	Bisnis	50.000 > 150.000	Pernah	Xl	Indosat	1	Bosan dengan nomer hp
90	P	2013	Bisnis	> 150.000	Pernah	Smart fren	Indosat	1	Menyesuaikan SIM card dengan orang tua

[illegible]

Appendix 2: Frequency Respondent's Answer

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	21	23.3	23.3	23.3
	4.00	47	52.2	52.2	75.6
	3.00	20	22.2	22.2	97.8
	2.00	2	2.2	2.2	100.0
Total		90	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	27	30.0	30.0	30.0
	4.00	48	53.3	53.3	83.3
	3.00	15	16.7	16.7	100.0
Total		90	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	24	26.7	26.7	26.7
	4.00	56	62.2	62.2	88.9
	3.00	10	11.1	11.1	100.0
Total		90	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	26	28.9	28.9	28.9
	4.00	56	62.2	62.2	91.1
	3.00	8	8.9	8.9	100.0
Total		90	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	17	18.9	18.9	18.9
	4.00	66	73.3	73.3	92.2
	3.00	7	7.8	7.8	100.0
Total		90	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	18	20.0	20.0	20.0
	4.00	63	70.0	70.0	90.0
	3.00	9	10.0	10.0	100.0
	Total	90	100.0	100.0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	24	26.7	26.7	26.7
	4.00	57	63.3	63.3	90.0
	3.00	9	10.0	10.0	100.0
	Total	90	100.0	100.0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	21	23.3	23.3	23.3
	4.00	63	70.0	70.0	93.3
	3.00	6	6.7	6.7	100.0
	Total	90	100.0	100.0	

X1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	27	30.0	30.0	30.0
	4.00	52	57.8	57.8	87.8
	3.00	11	12.2	12.2	100.0
	Total	90	100.0	100.0	

X1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	16	17.8	17.8	17.8
	4.00	61	67.8	67.8	85.6
	3.00	13	14.4	14.4	100.0
	Total	90	100.0	100.0	

X1.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	18	20.0	20.0	20.0
	4.00	61	67.8	67.8	87.8
	3.00	11	12.2	12.2	100.0
	Total	90	100.0	100.0	

X1.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	18	20.0	20.0	20.0
	4.00	62	68.9	68.9	88.9
	3.00	10	11.1	11.1	100.0
	Total	90	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	20	22.2	22.2	22.2
	4.00	60	66.7	66.7	88.9
	3.00	10	11.1	11.1	100.0
	Total	90	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	23	25.6	25.6	25.6
	4.00	55	61.1	61.1	86.7
	3.00	12	13.3	13.3	100.0
	Total	90	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	19	21.1	21.1	21.1
	4.00	60	66.7	66.7	87.8
	3.00	11	12.2	12.2	100.0
	Total	90	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	20	22.2	22.2	22.2
	4.00	49	54.4	54.4	76.7
	3.00	21	23.3	23.3	100.0
	Total	90	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	18	20.0	20.0	20.0
	4.00	57	63.3	63.3	83.3
	3.00	15	16.7	16.7	100.0
	Total	90	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	17	18.9	18.9	18.9
	4.00	65	72.2	72.2	91.1
	3.00	8	8.9	8.9	100.0
	Total	90	100.0	100.0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	20	22.2	22.2	22.2
	4.00	57	63.3	63.3	85.6
	3.00	13	14.4	14.4	100.0
	Total	90	100.0	100.0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	21	23.3	23.3	23.3
	4.00	59	65.6	65.6	88.9
	3.00	10	11.1	11.1	100.0
	Total	90	100.0	100.0	

X2.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	24	26.7	26.7	26.7
	4.00	59	65.6	65.6	92.2
	3.00	7	7.8	7.8	100.0
	Total	90	100.0	100.0	

X2.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	24	26.7	26.7	26.7
	4.00	54	60.0	60.0	86.7
	3.00	12	13.3	13.3	100.0
	Total	90	100.0	100.0	

X2.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	28	31.1	31.1	31.1
	4.00	44	48.9	48.9	80.0
	3.00	18	20.0	20.0	100.0
	Total	90	100.0	100.0	

X2.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	40	44.4	44.4	44.4
	4.00	38	42.2	42.2	86.7
	3.00	12	13.3	13.3	100.0
	Total	90	100.0	100.0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	28	31.1	31.1	31.1
	4.00	51	56.7	56.7	87.8
	3.00	11	12.2	12.2	100.0
	Total	90	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	25	27.8	27.8	27.8
	4.00	56	62.2	62.2	90.0
	3.00	9	10.0	10.0	100.0
	Total	90	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	24	26.7	26.7	26.7
	4.00	58	64.4	64.4	91.1
	3.00	8	8.9	8.9	100.0
	Total	90	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	22	24.4	24.4	24.4
	4.00	56	62.2	62.2	86.7
	3.00	12	13.3	13.3	100.0
	Total	90	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	16	17.8	17.8	17.8
	4.00	65	72.2	72.2	90.0
	3.00	9	10.0	10.0	100.0
	Total	90	100.0	100.0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	13	14.4	14.4	14.4
	4.00	70	77.8	77.8	92.2
	3.00	7	7.8	7.8	100.0
	Total	90	100.0	100.0	

X3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	11	12.2	12.2	12.2
	4.00	66	73.3	73.3	85.6
	3.00	13	14.4	14.4	100.0
	Total	90	100.0	100.0	

X3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	12	13.3	13.3	13.3
	4.00	66	73.3	73.3	86.7
	3.00	12	13.3	13.3	100.0
	Total	90	100.0	100.0	

X3.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	14	15.6	15.6	15.6
	4.00	64	71.1	71.1	86.7
	3.00	12	13.3	13.3	100.0
	Total	90	100.0	100.0	

X3.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	8	8.9	8.9	8.9
	4.00	75	83.3	83.3	92.2
	3.00	7	7.8	7.8	100.0
	Total	90	100.0	100.0	

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	31	34.4	34.4	34.4
	4.00	43	47.8	47.8	82.2
	3.00	16	17.8	17.8	100.0
	Total	90	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	30	33.3	33.3	33.3
	4.00	44	48.9	48.9	82.2
	3.00	16	17.8	17.8	100.0
	Total	90	100.0	100.0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	29	32.2	32.2	32.2
	4.00	42	46.7	46.7	78.9
	3.00	19	21.1	21.1	100.0
	Total	90	100.0	100.0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	25	27.8	27.8	27.8
	4.00	51	56.7	56.7	84.4
	3.00	14	15.6	15.6	100.0
	Total	90	100.0	100.0	

Y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	31	34.4	34.4	34.4
	4.00	42	46.7	46.7	81.1
	3.00	17	18.9	18.9	100.0
	Total	90	100.0	100.0	

Y6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	30	33.3	33.3	33.3
	4.00	46	51.1	51.1	84.4
	3.00	14	15.6	15.6	100.0
	Total	90	100.0	100.0	

Appendix 3: Validity and Reliability Testing

Correlations

Correlations		
		X1
X1.1	Pearson Correlation	.656**
	Sig. (2-tailed)	.000
	N	90
X1.2	Pearson Correlation	.703**
	Sig. (2-tailed)	.000
	N	90
X1.3	Pearson Correlation	.730**
	Sig. (2-tailed)	.000
	N	90
X1.4	Pearson Correlation	.783**
	Sig. (2-tailed)	.000
	N	90
X1.5	Pearson Correlation	.789**
	Sig. (2-tailed)	.000
	N	90
X1.6	Pearson Correlation	.745**
	Sig. (2-tailed)	.000
	N	90
X1.7	Pearson Correlation	.718**
	Sig. (2-tailed)	.000
	N	90
X1.8	Pearson Correlation	.751**
	Sig. (2-tailed)	.000
	N	90
X1.9	Pearson Correlation	.643**
	Sig. (2-tailed)	.000
	N	90
X1.10	Pearson Correlation	.705**
	Sig. (2-tailed)	.000
	N	90
X1.11	Pearson Correlation	.763**
	Sig. (2-tailed)	.000
	N	90
X1.12	Pearson Correlation	.682**
	Sig. (2-tailed)	.000
	N	90

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

	N	%
Cases Valid	90	100.0
Excluded ^a	0	.0
Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.913	12



Correlations

Correlations		
		X2
X2.1	Pearson Correlation	.672**
	Sig. (2-tailed)	.000
	N	90
X2.2	Pearson Correlation	.628**
	Sig. (2-tailed)	.000
	N	90
X2.3	Pearson Correlation	.742**
	Sig. (2-tailed)	.000
	N	90
X2.4	Pearson Correlation	.693**
	Sig. (2-tailed)	.000
	N	90
X2.5	Pearson Correlation	.708**
	Sig. (2-tailed)	.000
	N	90
X2.6	Pearson Correlation	.733**
	Sig. (2-tailed)	.000
	N	90
X2.7	Pearson Correlation	.737**
	Sig. (2-tailed)	.000
	N	90
X2.8	Pearson Correlation	.662**
	Sig. (2-tailed)	.000
	N	90
X2.9	Pearson Correlation	.735**
	Sig. (2-tailed)	.000
	N	90
X2.10	Pearson Correlation	.698**
	Sig. (2-tailed)	.000
	N	90
X2.11	Pearson Correlation	.571**
	Sig. (2-tailed)	.000
	N	90
X2.12	Pearson Correlation	.503**
	Sig. (2-tailed)	.000
	N	90

**. Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.886	12

Correlations

Correlations		
		X3
X3.1	Pearson Correlation	.785**
	Sig. (2-tailed)	.000
	N	90
X3.2	Pearson Correlation	.821**
	Sig. (2-tailed)	.000
	N	90
X3.3	Pearson Correlation	.805**
	Sig. (2-tailed)	.000
	N	90
X3.4	Pearson Correlation	.803**
	Sig. (2-tailed)	.000
	N	90
X3.5	Pearson Correlation	.826**
	Sig. (2-tailed)	.000
	N	90
X3.6	Pearson Correlation	.789**
	Sig. (2-tailed)	.000
	N	90
X3.7	Pearson Correlation	.657**
	Sig. (2-tailed)	.000
	N	90
X3.8	Pearson Correlation	.647**
	Sig. (2-tailed)	.000
	N	90
X3.9	Pearson Correlation	.609**
	Sig. (2-tailed)	.000
	N	90
X3.10	Pearson Correlation	.573**
	Sig. (2-tailed)	.000
	N	90

**. Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.904	10

Correlations

Correlations

		Y
Y1	Pearson Correlation	.698**
	Sig. (2-tailed)	.000
	N	90
Y2	Pearson Correlation	.628**
	Sig. (2-tailed)	.000
	N	90
Y3	Pearson Correlation	.632**
	Sig. (2-tailed)	.000
	N	90
Y4	Pearson Correlation	.644**
	Sig. (2-tailed)	.000
	N	90
Y5	Pearson Correlation	.743**
	Sig. (2-tailed)	.000
	N	90
Y6	Pearson Correlation	.661**
	Sig. (2-tailed)	.000
	N	90

**. Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.751	6

Appendix 4: Classical Regression Assumption

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.743 ^a	.552	.536	1.90251	1.957

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.352	2.841
	X2	.360	2.781
	X3	.478	2.094

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.87017137
Most Extreme Differences	Absolute	.071
	Positive	.051
	Negative	-.071
Kolmogorov-Smirnov Z		.670
Asymp. Sig. (2-tailed)		.761

a. Test distribution is Normal.

b. Calculated from data.

Appendix 5: Multiple Linear Regression

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y	24.8889	2.79423	90
X1	49.3778	5.08706	90
X2	49.3889	4.90516	90
X3	40.8111	3.97717	90

Correlations

		Y	X1	X2	X3
Pearson Correlation	Y	1.000	.670	.669	.663
	X1	.670	1.000	.775	.685
	X2	.669	.775	1.000	.677
	X3	.663	.685	.677	1.000
Sig. (1-tailed)	Y	.	.000	.000	.000
	X1	.000	.	.000	.000
	X2	.000	.000	.	.000
	X3	.000	.000	.000	.
N	Y	90	90	90	90
	X1	90	90	90	90
	X2	90	90	90	90
	X3	90	90	90	90

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.743 ^a	.552	.536	1.90251	1.957

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	383.608	3	127.869	35.327	.000 ^a
	Residual	311.281	86	3.620		
	Total	694.889	89			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.697	2.268		.748	.456
	X1	.139	.067	.254	2.087	.040
	X2	.148	.069	.260	2.160	.034
	X3	.220	.073	.314	3.003	.004

a. Dependent Variable: Y

